



Council Executive Report

Charles P. Potucek, City Manager

November & December 2023

Highlights

- ➔ The **Engage.SierraVistaAZ** website saw 1,423 total visits, 200 contributions, and 214 new registrations during November-December 2023.
- ➔ This holiday season, the ice rink saw a total of 6,600 patrons!
- ➔ The new library vending machine at the PX on Fort Huachuca is scheduled for delivery this February.
- ➔ By December 31st, 335 people completed the Vista 2040 General Plan survey.

Departments

	Page
Marketing & Communications	3
Parks, Recreation, & Library	8
Public Works	15
Tourism & Economic Dev	19
Administration	27
Community Development	29
Fire and Medical	35
Police	46

City Manager's Message

The year started off busy as expected and I don't anticipate it to slow down anytime soon as the budget ramps up. We'll be scheduling some additional executive sessions over the next few weeks to cover topics such as water, and will communicate those as early as possible so everyone can plan their schedules. The mid-year financial review is also coming up quickly, and I expect to schedule that for the first work session in March.

January also means the legislature is in full swing, and staff are keeping a close eye on activities in Phoenix. A number of bills that affect cities have been introduced already, although none yet that would substantially affect our revenue as feared. A few that we're keeping an eye on include:

HB 2570 planning; home design; restrictions; prohibition: eliminates single-family zoning by prohibiting any lot size regulation, preempts communities' ability to balance density with design considerations, and significantly relaxes regulations on setbacks and lot coverage for residential buildings.

SB 1056 municipalities; counties; fee increases; vote: Prohibits a common council of a municipality from levying or imposing an increase in any assessment, tax or fee without approval by two-thirds vote of the common council of the municipality.

HB 2412 appropriations; highway and road projects: funds various transportation infrastructure projects including \$8.1 million to Sierra Vista for Buffalo Soldier Trail reconstruction and improvements. However, given the current projected state budget shortfall, it's unlikely this bill will get through this year.

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Feb. 6, 3:00 p.m. – Work Session

Feb. 8, 5:00 p.m. – Council Meeting

City offices will be closed on Monday, February 19th in observance of President's Day.

Feb. 20, 3:00 p.m. – Work Session

Feb. 22, 5:00 p.m. – Council Meeting

Mar. 12, 3:00 p.m. – Work Session

Mar. 14, 5:00 p.m. – Council Meeting

Mar. 26, 3:00 p.m. – Work Session

Mar. 28, 5:00 p.m. – Council Meeting

City Manager's Office Contacts

Charles.Potucek@SierraVistaAZ.gov
Victoria.Yarbrough@SierraVistaAZ.gov
Jennifer.Dillaha@SierraVistaAZ.gov
520-439-2147

www.SierraVistaAZ.gov

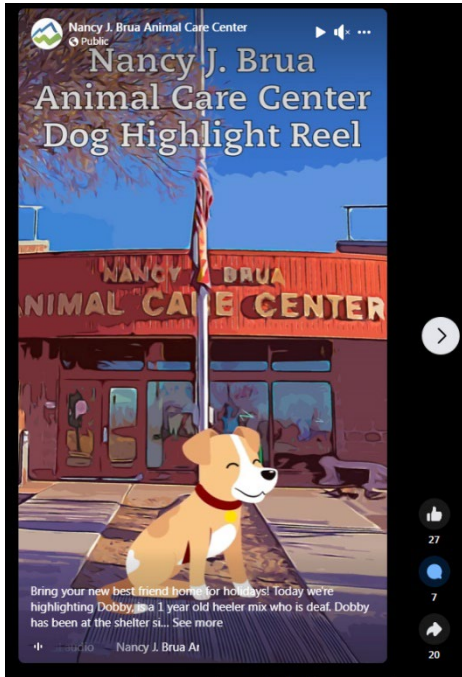
In extremely exciting news, the announcement last week that BlackStar Orbital chose Sierra Vista for its spacecraft manufacturing and test facility came after months of hard work by Tony Boone and our economic development team and is an outstanding achievement. The new facility is a \$7.1 million investment into the community, and brings at least 50 new aerospace and defense jobs to Sierra Vista. The process to secure a FAA space reentry permit is underway and will take some time; you'll see this reflected in the upcoming budget and we'll be sure to keep Council informed along the way.

As always, if you have any questions or concerns, please don't hesitate to reach out to Victoria or me.

Chuck Potucek, City Manager

Communications

Providing marketing and communications services to all departments: The Communications team provides promotional services for all City departments, to include flyers; business cards; posters; brochures; and print, digital, and broadcast advertising. In addition to maintaining the City's websites, Marcom staff completed the following City projects during November and December 2023:

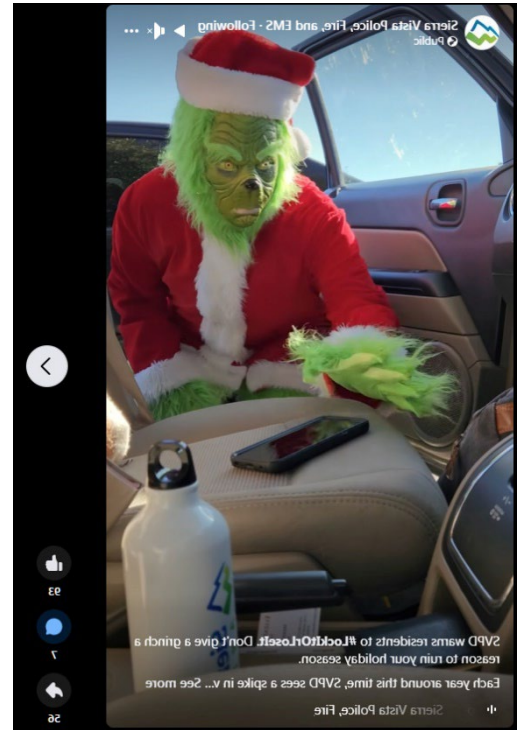


- **Animal Control:** Edited eight Home for the Holidays reels shared on the Nancy J. Brua Animal Care Center Facebook page. Each video featured a different dog. Voiceovers were provided by SVPD officers and command staff. Assisted with a Facebook post highlighting an ACO officer's work in Lahaina, which issued a call for help after devastating fires.
- **Aquatics:** Publicized news of The Cove's winter closure for maintenance.
- **City Clerk:** Issued a press release and conducted marketing of a photo contest to feature community photos in the City Council Chambers as part of the update to that room. The City received more than 430 photos and will be selecting winners in January/February.
- **City Manager's Office:** Staff developed talking points for multiple speaking opportunities and completed fliers and online marketing of City Council Meet & Greets. Staff also coordinated publicity associated with the American the Beautiful Challenge

grant of more than \$1 million for adaptive management of water resources for the San Pedro Riparian National Conservation Area. The City partnered with Fort Huachuca, the U.S. Bureau of Land Management, and Cochise County on the grant.

- **Community Development:** Completed final advertising for the initial Vista 2040 General Plan public input campaign.
- **Cochise County Tourism & Economic Council:** Communications staff assisted with several ad campaigns, designing ads for print and digital placements.
- **Economic Development & Sierra Vista Tourism:** Designed an ad for the DECA Conference program. Assisted with getting new tourism-focused staff member access to needed to platforms, programs, and materials. Designed advertisements for Living Bird Magazine, Texas Monthly, and Madden Media. Began work on a Business Facilities magazine article and advertisement, completed in January. Assisted with initial advertisement of the Moonshot Pitch competition.
- **Library & Cultural Events:** Projects included creating numerous Facebook events for division programs and producing digital/print marketing materials for events/programs. Assisted with early planning for Hummingbird Month in August.
- **Henry F. Hauser Museum:** Designed bookmarks for the 2024 History Reading Challenge.

- **Parks & Recreation:** Designed promotional materials for and coordinated advertising for the Tree Lighting & Holiday Market, plus ice skating. Produced social media promo videos for the holiday event and for the ice-skating rink. Conducted media outreach and interviews for the event and ice skating.
- **Police:** Assisted with press releases and social media. Communications staff filmed interviews and collected b roll for ongoing updates to SVPD’s video recruitment materials. Produced a video featuring the Grinch in a creative message reenforcing SVPD’s lock it or lose it messaging, which received nearly 10,000 views. SVPD saw a spike in vehicle burglaries and Communications staff helped share this message in via press releases and social media.
- **Public Works:** Completed the 2024 Refuse Pickup Calendars and sent them out in customers’ bills. They were also published to the website. Designed new marquee signs for the side of several refuse trucks. Communications staff also assisted Vista Transit with updates to route information and made announcements of a controlled burn at the Environmental Operations Park.
- **Sierra Vista Fire & Medical Services:** Produced a video for the graduation of the first Sierra Vista Fire & Medical Services accelerated fire academy conducted in partnership with Cochise College. Supported ongoing social media efforts and began planning for additional video projects. Conducted promotion of the department’s annual Christmas Toy Drive.



eNewsletter. The City’s **weekly eNewsletter** is sent to more than 4,800 subscribers. Over the November-December period, the eNewsletters received an open rate of 44% with a 2% click rate. These are equal to the industry average.



Local Communications. In addition to marketing and communications project noted in the above list, the Communications division continued efforts to reach local audiences.

The winter issue of **Vistas** was completed in November and mailed to local residents prior to the Thanksgiving holiday. This issue’s cover story highlighted the City’s expanded holiday events to include the two-day Tree Lighting & Holiday Market and Winter Magic throughout January featuring ice skating on real ice. This issue also highlighted Christmas Tree recycling, the SVF&MS Christmas Toy Drive, the Vista 2040 General Plan, the winner of the City’s Sponsored Launch program with the University of Arizona Center for Innovation and Southeastern Arizona Chamber Foundation, and many City programs and events.

Communications continued promotion of the **Vista 2040 General Plan**. MarCom completed a final paid social media push in November/December. Ultimately, 335 people completed the Vista 2040 survey.

Communications staff participated in several earned media opportunities to include appearances on Cool FM Online and the First Watch radio show. Staff also assisted with numerous local media inquiries.



Old World Santa Ornaments. Communications staff sells Old World Santa Ornaments to support maintenance of the Old World Santas display in Veterans Memorial Park. Staff sets up a booth at the Tree Lighting & Holiday Market, while also selling the ornaments at City Hall and the Visitors Center. This holiday season the City sold 446 ornaments.

Staff also enables community members to vote on which two Santas will be produced as limited edition ornaments the following year. The winners for the 2024 holiday season were the Weinachtsmann (left) and St. Nicholas and the Christkind (right). Both Santas are inspired by German Christmas customs.

Website performance. The data below shares a snapshot of website data from Nov. 1 through Dec. 31, 2023.

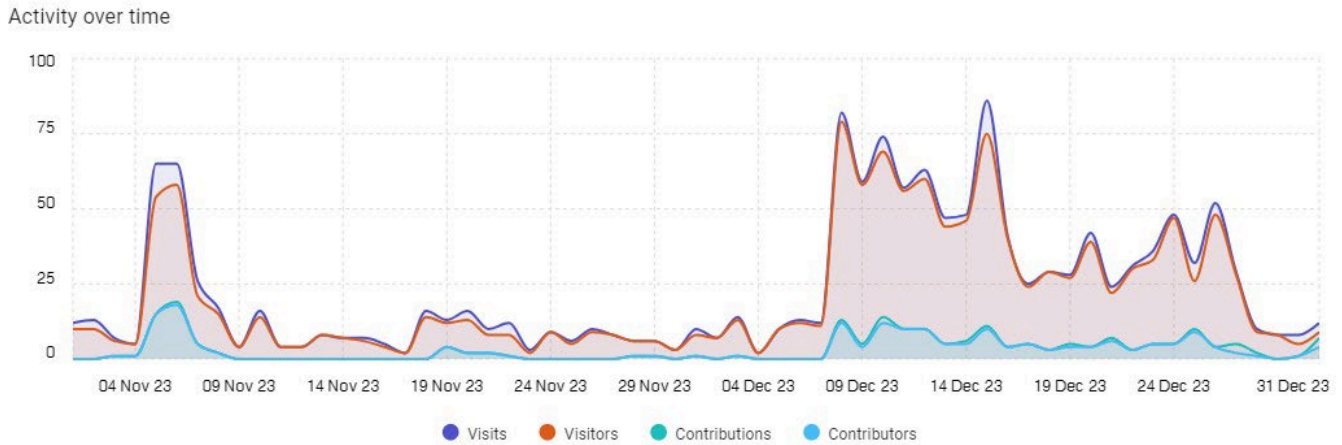
Website Visits, By City (top 10 cities)	
State	# Users
Sierra Vista	18,355
Unlisted	7,570
Phoenix	6,473
Las Vegas	3,696
Tucson	2,290
Tempe	2,076
Los Angeles	1,209
New York	800
San Jose	619
San Diego	535

Top Page Views	
Page Title	# Views
Home Page	24,616
Winter Magic	9,398
Trash & Sewer	7,838
Pay Bills	6,926
Calendar	6,434
SVPD Incident Reports	5,607
Animal Care & Control	4,186
Trash & Wastewater Utilities	3,903
Pet Adoptions & Licenses	3,086
Agendas, Minutes & Documents	2,822

Date Range	Users (thousands)	Sessions (thousands)	Page Views (thousands)	Average Duration
Nov. 1 – Dec. 31, 2023	58	54	153	47 seconds

Engage. The **Engage.SierraVistaAZ.gov** website saw 1,423 total visits, 200 contributions, and 214 new registrations during November-December 2023. This engagement was driven by the Vista 2040 General Plan campaign, which was advertised heavily over social media in December. The

graphic below is a Visitors Summary report from Engage. By Dec. 31, 335 completed the Vista 2040 General Plan survey.



Podcast. The Let’s Talk Sierra Vista podcast has been on break due to limited staffing. With the PIO position filled, Communications staff is planning podcast content for the 2024 calendar year. The podcast will resume in January featuring an interview with SVPD Chief Chris Hiser.

Social Media. Social media posts for all 10 of the City’s social media pages on Facebook, Instagram, and Twitter, received 1.2 million impressions for the period of November–December 2023, which is down 17.3% from the same period in 2022. There were about 25% fewer posts on Facebook and 70% more posts on Instagram. Communications staff will be working with teams in other City departments to increase consistent activity on all Facebook pages in 2024. While overall posts were down, video posts and views increased significantly. Based on data pulled from Hootsuite, there were about 24,000 video views in November/December 2023 compared to 12,000 in the same period the year prior. That data does not capture reels. With reels views included, the total increases to about 50,000 video views.

With it being the end of calendar year 2023, the stats below show a snapshot of where our social media pages are in terms of fans/followers and how much they’ve grown compared to the end of 2022. It also provides a breakdown of fans by age brackets, to include percent growth.

Fans & Followers		Fans & Followers > Social network		Page fans > Age		Audience > Age	
<p>68K fans & followers</p> <p>↗ 8.4% from 63K</p>		Facebook Page	↗ 8.6% 61K	35-44	↗ 12.1% 15K	35-44	↗ 10.3% 1.1K
		Instagram Busin...	↗ 8.9% 4K	65+	↗ 11.9% 13K	45-54	↗ 14.2% 838
		Twitter	↗ 4.3% 3.1K	45-54	↗ 8.1% 12K	25-34	↗ 3.6% 723
				55-64	↗ 6.7% 11K	55-64	↗ 15.1% 503
				25-34	↗ 2.2% 8.5K	65+	↗ 11.2% 287
				18-24	↗ 2.4% 1.4K	18-24	↗ 15% 238
				13-17	↗ 24.1% 103	13-17	↘ 14.3% 24

The City’s **YouTube streaming** page, where Council meetings and work sessions are both streamed live and archived, has 352 subscribers. The Dec. 12 Work Session was not streamed over YouTube due to technical difficulties.

Date (2023)	Broadcast Description	Views
Nov. 7	City Council Work Session	77
Nov. 9	City Council Meeting	117
Dec. 14	City Council Meeting	108

Multimedia Projects. Staff produced a number of multimedia communications projects in the November - December 2023 period, including:

Project	Media	Department
Holiday & Tree Lighting promo	Video	Parks, Rec, & Special Events
Ice Skating promo	Video	Parks, Rec, & Special Events
Holiday & Tree Lighting event	Photos/B-roll	Parks, Rec, & Special Events
Police Recruitment Interviews & B roll	Video	Police
Don't Give a Grinch a Reason to Ruin...	Video	SVPD
Home for the Holidays series (8 reels)	Video	Animal Care & Control
Graduation Video	Video	SVF&MS
Meeting Broadcasts	Livestream	City Council

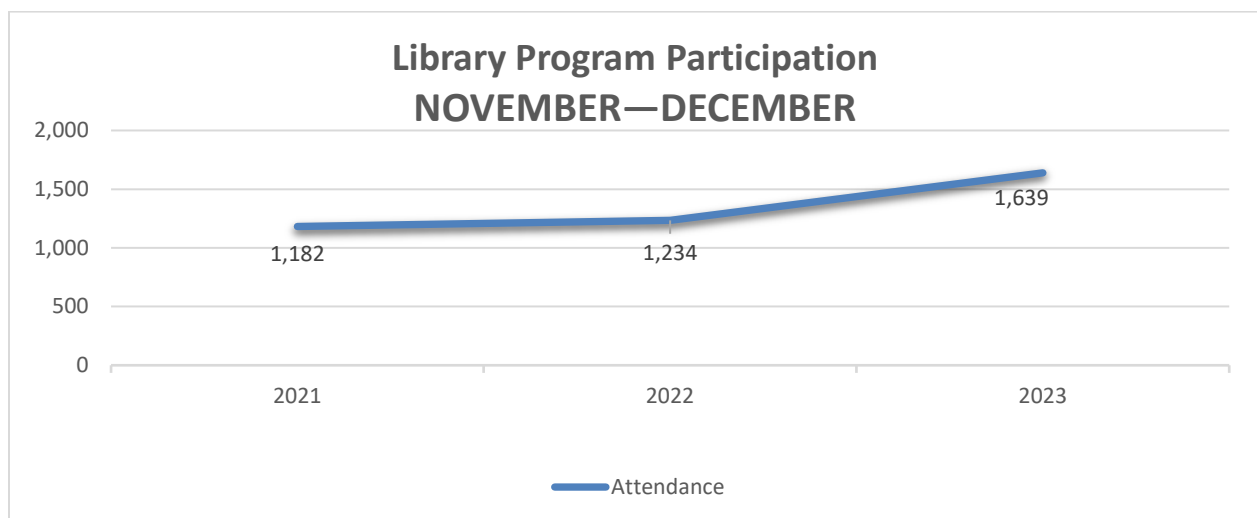
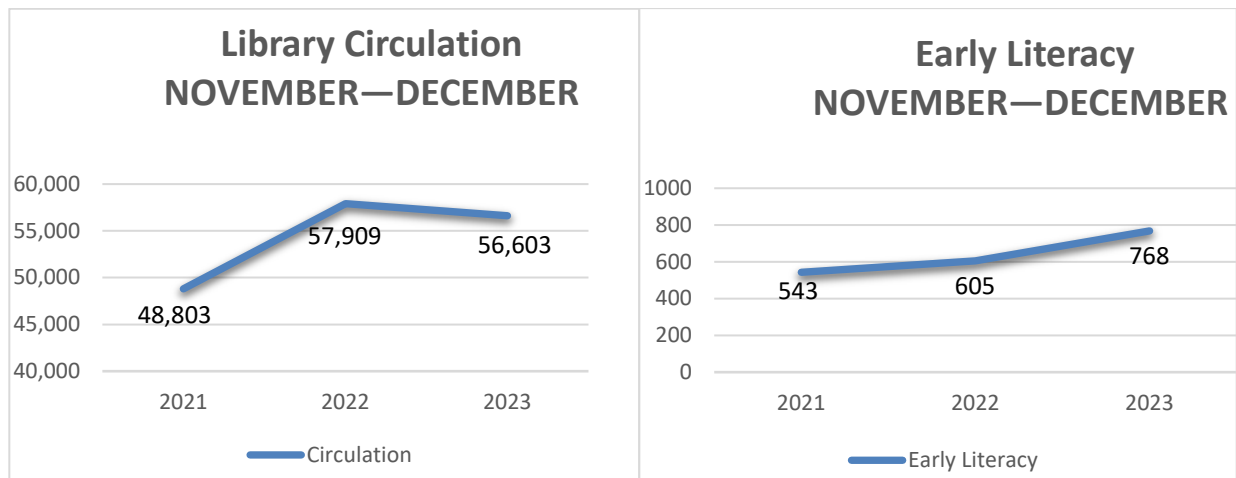


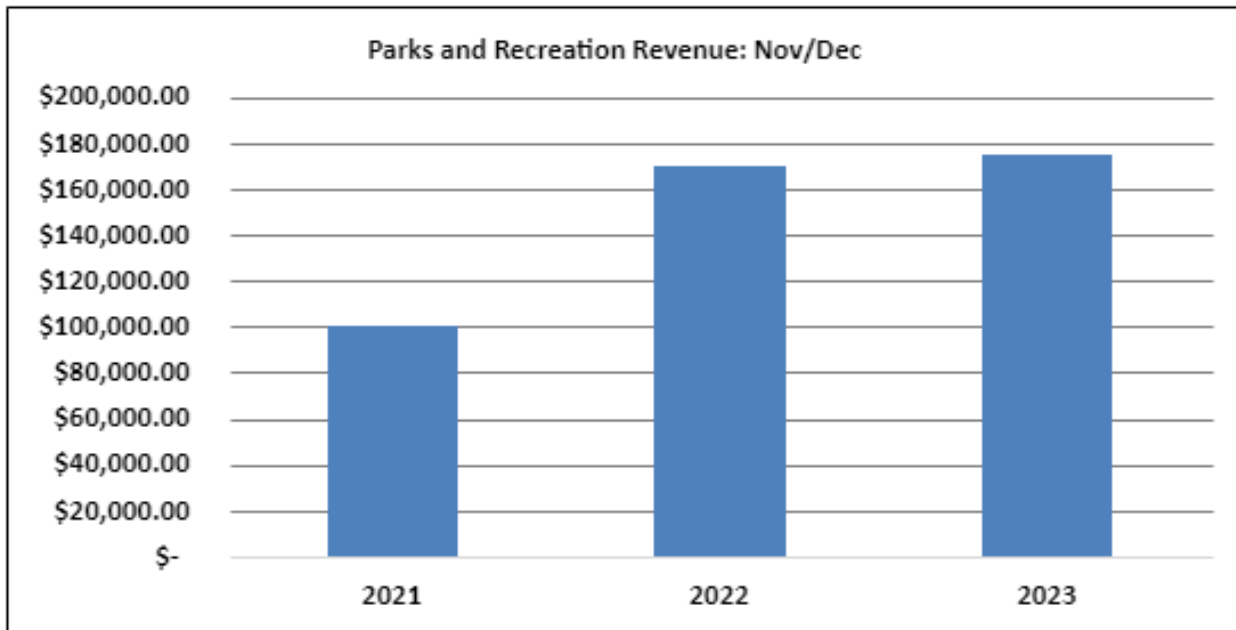
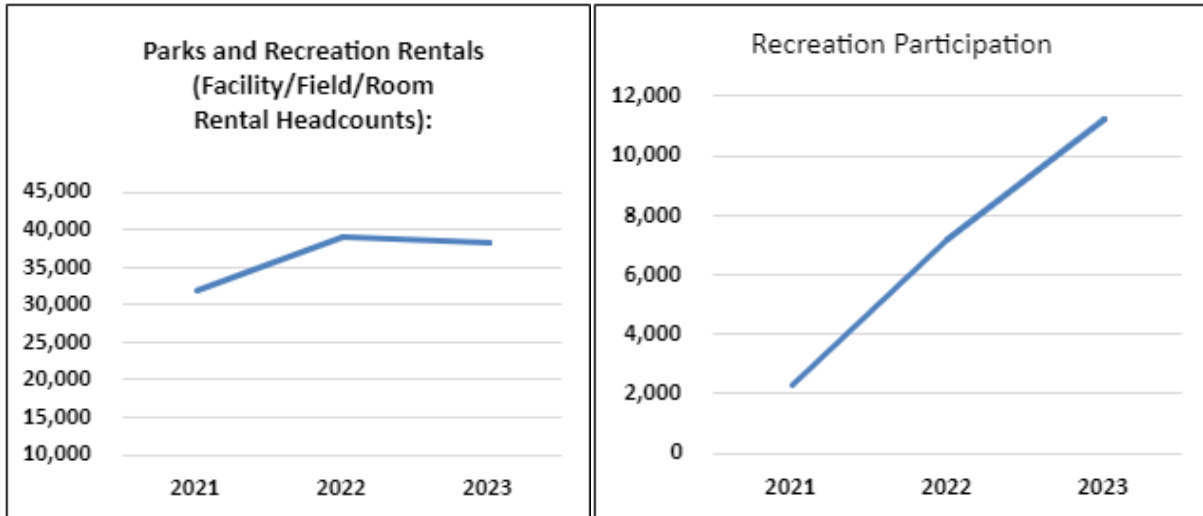
Department of Parks, Recreation, and Library

November - December Dashboard (Years: 2022 vs. 2023)

Library Circulation: NOVEMBER -DECEMBER	56,603
Library Program Participation: NOVEMBER -DECEMBER	1,639
Early Literacy Participation: NOVEMBER -DECEMBER	768

Parks, Recreation & Special Events Revenue:	\$174,883
Parks, Recreation & Special Events Program Attendance:	11,236
Parks, Recreation & Special Events Rentals:	38,297





Veterans Day Parade



The Veteran’s Day Parade and ceremony, held November 11th, were a great success. The community enjoyed a lively parade down Fry Blvd, which culminated in a ceremony in Veteran’s Memorial Park. The parade included 50 veteran and community marching groups, and active military companies from Fort Huachuca. The ceremony was enjoyed by many, and Mayor McCaa and BG Appelhans rounded out the ceremony with remarks. The parade and ceremony were again a successful partnership with Fort Huachuca this year.

Senior Holiday Dinner

Tuesday, November 14, staff presented the Senior Holiday Dinner from 3:30-6pm, which was a big hit as always. With 120 participants signed up all had their fill of delicious food and enjoyed the community offered by this event. The Buena Rhythmic group volunteered to perform, help with table beverage refills, and assist with tear down and clean up. The seniors enjoy the entertainment and appreciate the high school students helping with the event.

Annual Tree Lighting and Holiday Market

The Annual Tree Lighting and Holiday Market kicked off the holiday season on December 1st and 2nd. The community enjoyed the lighting of the tree in Veteran's Memorial Park, visits and pictures with Santa, and a festive holiday market. The holiday market included 28 craft vendors, 8 food vendors, kid's activity area, and live music. The tree lighting and holiday market was a wonderful event enjoyed by all.



Yuletide Market

Saturday, December 9, the Ethel Berger Center presented the annual Yuletide Market. This event which runs from 9am to 3pm is one of our most popular markets of the ones offered during the year. We hosted 34 local vendors and just shy of 300 people attend and the vendors were happy with the turn out and already gearing up for the Spring Bazaar.

Murder Mystery Dinner

Saturday, December 16, the Ethel Berger Center presented the Murder Mystery Dinner Elficide. Forty-five people signed up for the dinner show experience as the fault line players performed the spoof of an elf themed Christmas murder mystery. The Book Nook Café prepared dinner for the sold-out show event. The participants expressed their appreciation for the event and commented on what a great job was done by all involved.

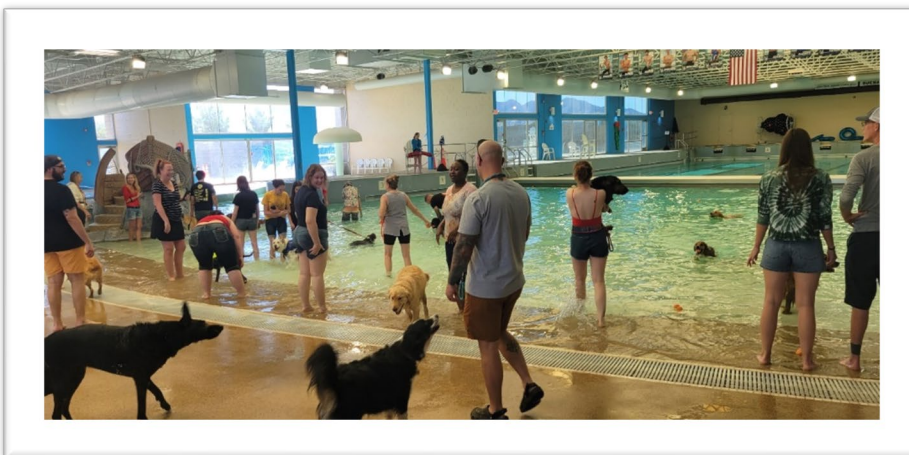


Ice Skating Rink

Who would have thought you could ice skate in the desert? That question has been asked to Parks and Recreation staff for two years in a row now. The ice-skating rink at Veterans Memorial Park was once again a success. This year, the rink opened on December 1st and closed on January 13th. Unfortunately, staff had to deal with a significant technical issue with the ice rink chiller early on. With our vendor's help, we quickly recovered and had the ice rink back up and running in less than four days. In the end, over 6,600 patrons had the very popular question answered.... Yes, you can ice skate in the desert. Staff continue to streamline rink operations and look forward to its return in 2024.



Pool Pooch Pawty



On November 5th, 57 pooches ran, splashed, and played with tennis balls at the 2nd Pooch Pool Pawty held at the Cove. The event was first held in 2019 when pool maintenance dictated emptying the water from the pool. With the complete remodeling of the main pool this year, staff brought the event back. If you asked any of the participants, they would probably say that it was a woofing good time.

Sports Programming

The 2024 Youth Basketball program registration closed with 367 participants, up from last year's number of 318. Skills and Evaluations were performed in early December and teams were formed and started practicing at the new year. Games are scheduled to begin January 20th.

In early December the fall season of the Coronado Athletic Club, which the department partners with to provide a youth recreation soccer program, came to a close. Registration is currently open for the spring season scheduled to begin in late March. There are 170 participants already registered with registration scheduled to close February 24th.

The 2024 Sierra Vista Ponytail Softball season registration is currently open. The program is scheduled to start in late February/early March. There are 19 participants currently registered with registration closing for Minors, Majors, and Seniors on February 15th. Coach Pitch and T-ball registration closes on February 23rd.

Lastly, staff are thrilled to announce that tennis is back! Registrations for private lessons with our new tennis instructor, Daniella Reidmiller, are being accepted now. The response has been tremendous, and the instructor kept extremely busy.

Magical Moments with Child & Family Programming

Child and Family Programming hosted Saturday with Santa at the Sierra Vista Public Library bringing joy to participants this holiday season. The event offered a variety of activities, making it a delightful experience for all who dropped in. Families embarked on a holiday-themed quest in the Library's Botanical Gardens. The interactive adventure added an element of excitement as attendees searched for the hidden items. All who succeeded left with their very own festive prize. The courtyard came alive as families enjoyed playing reindeer games adding a playful touch to the overall experience. A highlight of the event was the opportunity to capture cherished memories with Santa Claus. Both families and individuals alike took frame-worthy photos with the iconic figure.

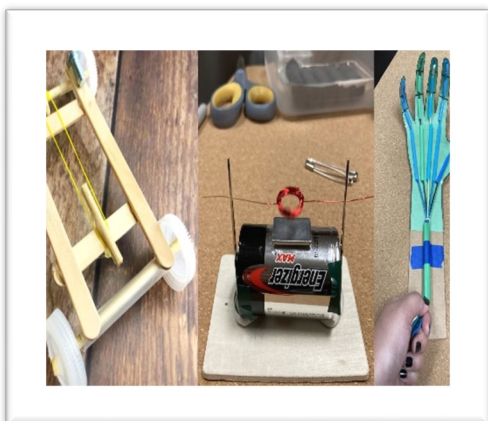


Adaptive Adult Christmas Show

The Adaptive Adult Recreation Program capped off a very successful 2023 with our Annual Christmas celebration (Candy Cane Christmas) at the Ethel Berger Center. Parents, guardians, family/friends and participants enjoyed the evening. 2024 promises to be an exciting year for the program and it started off with a New Year's Celebration Dance at the OYCC. Participants enjoyed dancing, food and a toast for the New Year.



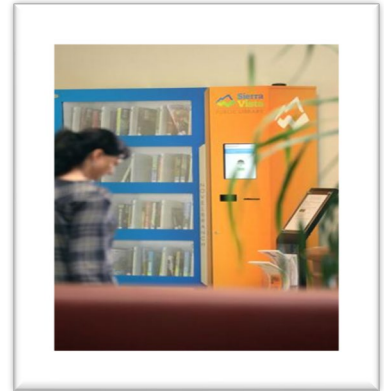
School-age Maker Lab at Sierra Vista Public Library



Maker Lab is a program aimed at children ages 7 to 11 that explores a different science, technology, or engineering topic each month. Topics covered so far include electricity, magnetism, and energy as well as introductions to chemistry and engineering through a series of activities, experiments, and crafts – from robotic paper hands and self-propelled cars to elephant toothpaste and DIY bouncy balls. Lessons and activities aim to improve creative problem-solving, collaboration, and manual dexterity while always encouraging fun and curiosity. Started in September 2023 by Assistant Youth Services Librarian Rachel Gardner, registration continues to fill fast for this sometimes messy but always neat school-age STEM program.

Library Vending Machine Set for Fort Huachuca

Convergent Technologies is set to deliver a new library vending machine at the PX on Fort Huachuca this February. The machine will be like the one residing at the Sierra Vista Mall and allow people with library cards access to materials for free with just a simple swipe. The machine will contain up to 100 items, including bestselling fiction, DVDs, and youth materials. The machine at the mall delivers at least 100 checkouts a month, and the machine on Fort Huachuca is expected to outperform those numbers (which are already great), due to the large number of military families who utilize our local library and its services regularly. This is a wonderful example of service outreach and meeting people where they are. The machine will be funded partially by the Friends of the Sierra Vista Public Library, as well as the City.



Commission Updates

Youth Commission. The Commission has been working on preparing a report and presentation for the Mayor and Council about the Arizona League of Cities Conference that members attended. Members are also discussing participation in the Cochise College Youth Festival, working on organizing a youth focused Job Fair with other community partners, and conducting a youth commission needs assessment in the near future.

Arts, Humanities, and Cultural Diversity. The commission is planning a chalk art celebration and has recently given feedback to staff regarding Vista 2040. They discussed community activities for Black History Month. They also discussed the potential creation of a cultural calendar or the need to identify currently offered cultural city activities and programs by using an identification symbol in publications in order to highlight them. The commission currently has one vacancy due to the recent resignation of Karly Scarbrough.

Parks & Recreation Commission. The commission received a status update on the design of Roadrunner Park and provided feedback to staff regarding Vista 2040. Wes Hewitt was elected as Chair and John Moreno was elected Vice-Chair. The commission reviewed the city's policy regarding naming city property, buildings, parks, etc. and made recommendations for an update. Those recommendations will be brought to the Mayor and Council within the next few months for consideration.

Upcoming Events:

Tubac Festival: Saturday, February 10 - Depart Ethel Berger Center 8:30AM and return 4:30PM

March 11, 13 & 15: Spring Break Week Open Swim – Cove Aquatics Center -

March 15: Spring Break Tsunami Night - Cove Aquatics Center – 7PM to 10PM

March 21- 24: Tour De Zona – Veterans Memorial Park

Tucson 4th Street Fair: Saturday, March 23 Depart Ethel Berger Center 8:30AM and return at 4:30PM

Spring Bazaar: Saturday, March 30 - Ethel Berger Center - 9AM to 3PM

March 30: Pool Easter egg hunt - Cove Aquatics Center -

Elgin Wine Tour: Saturday, April 6 - Depart Ethel Berger Center 10:30AM and return at 4:30PM

April 20: West Fest – Fry Blvd between North & North Garden Avenues – 3:00 PM – 9:00 PM

May 25: Wine, Beer, & Spirits Festival – Veterans Memorial Park – 12:00 PM – 7:00 PM

May 31: Start of Summer Tsunami Night - Cove Aquatics Center – 7PM to 10PM

Public Works

Administration

Grants. The Engineering and Administrative Sections in conjunction with the Community Development Department have submitted a variety of grants. Below is a brief description of each grant which is currently awaiting review or was recently awarded:

America the Beautiful, National Fish and Wildlife Foundation, Adaptive Management of Water Resources for the San Pedro Riparian National Conservation Area, \$1,050,000 with no match – An application was submitted as a collaborative effort among a variety of Cochise Conservation and Recharge Network and Fort Huachuca Sentinel Landscape partners. The grant would fund final engineering, design, and permitting for the CCRN’s Bisbee effluent project, permitting for the Riverstone effluent project, and a coordinator position to oversee the work of the SPRNCA Memorandum of Understanding group. On Wednesday, November 15th, Brenda Mallory, the chair of the White House Council on Environmental Quality, traveled to Sierra Vista to announce the grant application was successful! The City’s Procurement Division is now hard at work in getting out the requests for proposal to bring consultants on-board for the project.



Congressional Appropriations Applications, about \$7,500,000, plus \$8,100,000 in state earmark requests – Applications were submitted by Engineering for design and reconstruction of about 3,000 feet of Buffalo Soldier Trail. The reconstruction effort along BST is desperately needed and staff anticipates phasing the segment between 7th Street and Hatfield into six separate phases in order to tackle the reconstruction effort one piece at a time. In a visit to Sierra Vista in early September, Congressman Juan Ciscomani announced that \$3.7M for the project had been included in a federal budget bill making its way through Congress and was very likely to receive funding. The City also received favorable news from Senator Kelly’s office. Two additional segments of roadway were submitted by the SVMPO for potential state earmarks. The state earmarks are looking less likely due to the state budget shortfall.

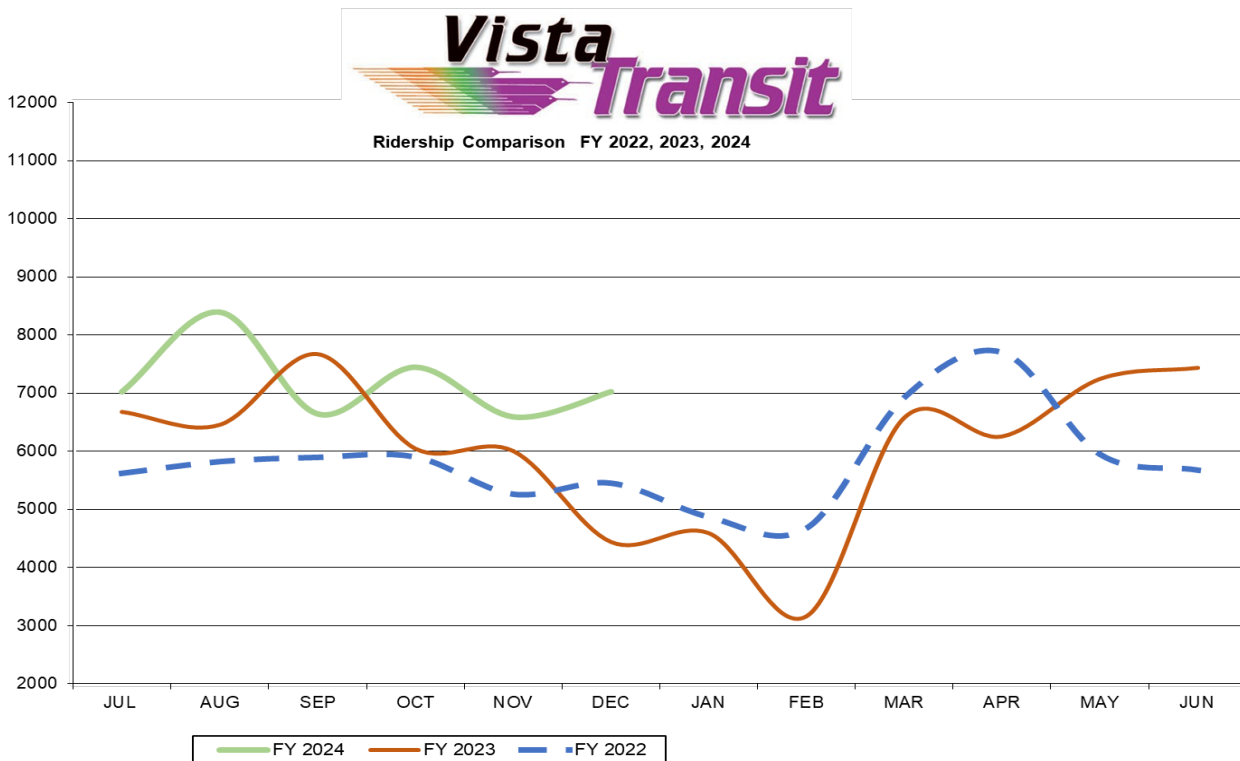
Water Infrastructure Finance Authority (WIFA), State of Arizona, \$3,000,000 with match provided by others - The former \$1,825,000 application to fund additional modeling needs along the San Pedro River and ongoing monitoring expenses for Cochise Conservation and Recharge Network (CCRN) sites was rescinded in favor of a new \$3,000,000 application submitted by Cochise County to help fund the construction of the Coyote Wash aquifer revitalization project. It is unclear when the new application may be considered by WIFA.

Transit

Staffing. Vista Transit has been successful in bringing some new drivers on-board, although operating margins are still small and vacancies remain for part-time positions in particular. Still, Vista Transit has been able to attract some wonderful new staff members who are contributing positively to the culture and helping to take some stress off existing staff. Now that there is a little bit of breathing room, management is currently working on the scope of work for the Vista Transit Routing Study to help determine a new routing system which can best meet customers' needs.

Triennial Review. Staff received word in mid-January that the Triennial Review had officially been closed-out on the FTA's end. Thank you to the many staff members who worked on the Triennial Review and helped to make the process a success. The City will be in an excellent position heading into the next Triennial Review with the changes which were made during the current process.

Ridership. Based on the data staff has been monitoring, ridership continues on a mostly positive trend. The increase in ridership has taken place while route reductions have remained in effect due to staffing shortages. December 2023 was particularly notable with ridership increasing by more than 2500 passengers over the prior year.



Airport

Master Plan. The 10-year Airport Master Plan update officially kicked off in September, and the first meeting of the Planning Advisory Committee which will directly review the master plan elements as they become available was held in early December. This master planning effort is being done in conjunction with Fort Huachuca to help jointly plan the space on both sides of the airfield. The FAA is funding 91.07% of the project cost, and a grant offer from ADOT is contributing 4.47%.

Compost



Product Available. The City's compost facility has fully recovered from the fire this past summer and is back to producing high-quality compost! Winter tends to be the slow season for compost purchases but remains busy for drop-offs and especially right after the holidays when the Christmas trees start to come in. There is currently a surplus of material available, so for residents who may already be planning their spring gardens, now is a great time to stop in and buy some compost before it sells out when the weather starts to warm. Compost is available for \$25 per cubic yard, and mulch is \$10 per cubic yard, loaded into your pickup bed or trailer.

Wastewater

Bees. Wastewater unfortunately had two employees attacked by bees in early November while out on a work site. The employees were able to get into a passing vehicle quickly and were driven to a local clinic for a check-up. Both were fine, but the situation could have ended differently if they were not wearing full-coverage clothing and didn't know what to do. Although rare, it is a good reminder that bee attacks are possible in our area. Residents should be alert for swarming bees which are possibly protecting a hive, since they may become aggressive if they feel like their hive is threatened. In the event a hive is found, residents should call a beekeeper and not attempt to address the situation themselves.

Streets

Wash Maintenance. While temperatures are low and plant growth is at a minimum, the Streets Section is hard at work in the City's detention basins and drainageways trimming back vegetation. Per the City's Wash Maintenance Policy, each of these areas is maintained about once per year, typically in the winter or early spring to help ready the community for fire season later in the spring. The type of work performed varies based on the wash classification but generally consists of the removal of garbage, trimming and chipping of dead vegetation, and stabilization where erosion is present. It can take some time to work through the hundreds of acres of basins and washes in the City's inventory, so work will be ongoing over the next few months.

State Route 90 Repair. Although not a City-owned roadway, ADOT's State Route 90 Rehabilitation Project has drawn a lot of resident interest due to the rapidly deteriorating condition of the roadway, particularly from Campus Drive to Colombo. The State Transportation Board approved the award of the almost \$28,000,000 project at their meeting in December, and staff is currently waiting on a project schedule. ADOT's website indicates the project will begin construction in "early 2024", but it is not clear yet which area will move into construction first.

Commissions

Transportation. The Transportation Commission now has four members. For its first meeting of the new year, the commission decided to do a field trip to the Sierra Vista Municipal Airport. Wayne Durham, Airport Technician, was happy to show the commission around so they could get a better sense of the opportunities and amenities available at the SVMA. The next meeting will be held on February 7th at 3:30 p.m. in the Second Floor Conference Room at City Hall.

Environmental Stewardship. The Environmental Stewardship Commission has been meeting for several months and has had great turn-out with several members of the public at each meeting. A subcommittee was recently formed to do a refresh of the recycling section of the City's website and also to provide information to residents about how to reduce consumption and reuse materials before they enter the waste stream. A field trip to the Environmental Operations Park will be coordinated in the next few months. The next meeting is scheduled for February 28th at 4:00 p.m. in the Second Floor Conference Room at City Hall.

Administration

Retirements. Congratulations to Bryon Spartz, Wastewater Worker, and Juan Rhinehart, Facilities Worker, on their retirements at the end of 2023. Both gentlemen had been at the City for more than ten years and had done great work during their time here. We wish them all the best as they move on to the next chapter!

Tourism and Economic Development

Economic Framework Strategy Development

Staff continues to work to activate the objectives adopted by Mayor and Council. The framework objectives were not entirely captured within the new strategic plan and will be reviewed in 2024 by the Economic Development Commission.

- Tourism and Retail Development with Mexico
- Maximize economic impact of municipal airport
- Improve and sustain parks and community events
- West End redevelopment
- Increase awareness of Sierra Vista
- Expand awareness and opportunity of military missions on Fort Huachuca

Priority 7: Enhance and improve infrastructure that supports Economic Development

Continue Ongoing Efforts to Revitalize the West End. ED staff continues to work with Community Development to share the West End Partnership Grant opportunity with West End businesses and prospective businesses.

Maximize Economic Impact of the Municipal Airport. Staff continues to work with two potential tenants at the municipal airport in coordination with Fort Huachuca and ACA. Staff finalized the RFP for the spaceport reentry license feasibility study and had to rerelease the RFP in January with expected selection in February to explore 14 CFR Part 433 License to Operate Reentry Site. Currently there is only one approved site in the US approved solely for reentry and the second reentry location is part of the Space Florida Launch and Landing Facility.

Priority 10: Actively engage economic development stakeholders, especially current and future potential businesses.

Expand support of, awareness of, and opportunity for military missions on Fort Huachuca. The Economic Development Director attended and participated in three Huachuca 50 meetings and calls. These meetings inform staff of the initiatives pursued by the Huachuca 50 in support of the Fort, and allows for the City to collaborate and support these efforts within the community.

Staff also continues to support and participate in various lines of efforts established in Ft. Huachuca's strategic plan.

Staff attended the November Association of Defense Communities Conference in Orlando and enjoyed networking with defense community partners, our Ft. Huachuca Garrison Commander, COL Ives, and gathering ideas to help support the local community.

Economic Development Activities and Key Engagements

SVA Chamber Partnerships

Economic development staff, along with the Southeastern Area Chamber Foundation, members of the Economic Development Commission, and UACI continue to work with Port 194, the startup chosen for the sponsored launch program. Initial planning has begun to prepare for the launch of

another application round, anticipated in April. Staff also supported two ribbon cuttings at Adobe Population Health and Valor Hospice Care.

SEAZ Hispanic Chamber Partnerships

Staff continues to engage with the business members of the SEAZ Hispanic Chamber and attended two Chamber mixer events. Staff was able to meet and engage with the incoming Director of SEAGO and looks forward to working with them on economic development initiatives moving forward.

SBDC Partnerships

Staff is working with the SBDC to help host the DECA District 11 competition on January 12th. The competition will bring approximately 350 students from across the state to Cochise College Campus. Students will participate in a variety of business scenario competitions and have the opportunity to attend workshops hosted by local leaders, educators, and entrepreneurs. We are excited to share Sierra Vista with this many young people and to include so many community members as judges and workshop presenters.

Staff is working to establish a calendar for continued business walks with the SBDC in 2024 and is also looking forward to promoting a free workshop for business owners to inform of the new government LLC reporting requirements. The class will be held at Cochise College Student Union on February 13th, at 11:00am. Lunch will be provided, and attendance is free. Please encourage the business owners you know to attend and receive this vital information!



Moonshot 2024

The Moonshot Pioneer Pitch Competition is returning to Cochise County April 4-5, 2024! Economic Development staff is working with the Cochise SBDC to cultivate entrepreneurial capacity and continue to build the entrepreneurial ecosystem. As part of Moonshot 2024 staff are working with the local high schools to create a student presentation and pitch competition. Sierra Vista is the only tour stop across the state that is hosting a youth pitch competition in conjunction with the adult Moonshot pitch competition. Staff was invited to Mr. Conroy’s classroom for a day, along with the SBDC and AZ@Work, to share information about entrepreneurship, the City’s role in business development, and job preparation and local opportunities. Advertising and engagement with other Cochise County schools will begin in January and we are expecting a good response.

New Business

Staff is continuing to work with Allo Fiber and has had several meetings with them this quarter. Sites are being identified for their laydown/construction yard and the central office. We anticipate a public ribbon cutting at the end of January or early February.

Staff has also conducted several meetings and is working with developers and companies to bring business and development to Sierra Vista. We are looking forward to sharing more as these developments progress.

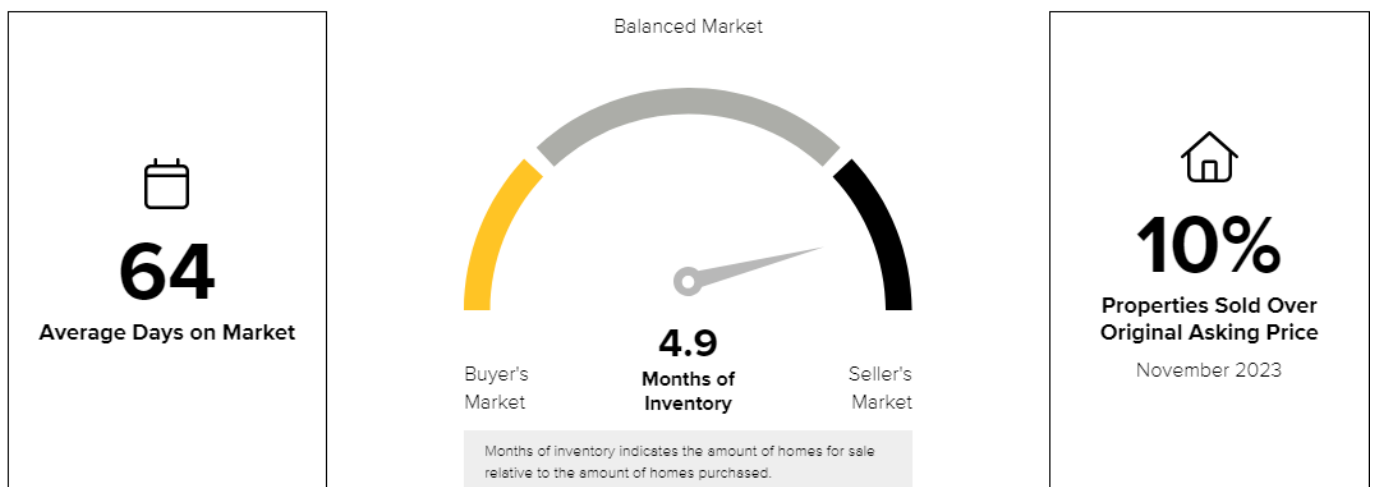
Economic Development Commission. The Economic Development Commission met on November 2nd. During this meeting they were presented with and discussed information and objectives of the economic development elements of the general plan by Community Development. The Commission reviewed the plan and elements in greater detail and have provided input to staff. They are planning for their next meeting in February 2024.

Jobs Report. The Cochise County jobs report courtesy of AZ@Work shows 1,057 vacancies across the County, with 644 of those openings in Sierra Vista/Ft. Huachuca. While the Cyber/IT industry continues to represent the largest need for Sierra Vista (nearly 24% of the 644 Sierra Vista jobs), it was down 77 job vacancies from the previous report posted in October. Health care/medical services is the largest sector of need county wide, representing over 20% of vacancies. The education sector remains high as well, accounting for 12% of vacancies across Cochise County.

Housing Report. There has been minimal change in the Sierra Vista housing market this quarter with sales still down approximately 30% from this time last year and homes staying on the market just six days longer on average. Median list price remains affordable at \$269,900 and sale price to list ratio remains high.

Market Conditions

Market Climate



	Current Period Nov 2023	Last Month Oct 2023	Change From Last Month	Last Year Nov 2022	Change From Last Year
Homes Sold	40	42	▼ 5%	58	▼ 31%
Median Sale Price ⓘ	\$280,000	\$280,000	0%	\$276,450	▲ 1%
Median List Price	\$284,950	\$285,000	0%	\$281,450	▲ 1%
Sale to List Price Ratio ⓘ	95%	97%	▼ 2%	96%	▼ 1%
Sales Volume ⓘ	\$11,703,100	\$12,244,144	▼ 4%	\$16,409,122	▼ 29%
Average Days on Market	64 days	59 days	▲ 5 days	58 days	▲ 6 days
Homes Sold Year to Date ⓘ	663	623	▲ 6%	891	▼ 26%
For Sale at Month's End	—	—	—	—	—

Tourism Commission. The Tourism Commission held their inaugural meeting on November 13th and elected Aaron Henequin Chair and Rebecca Smith Vice-Chair. They are scheduled to meet again on January 8th.

Initiative 14.2: Evaluate and consider Visitor’s Center and Museum Options

Staff have been working with the Parks and Rec personnel to streamline the purchasing of items from the visitor center through Rectrac and also Square. This effort will better support visitors and open up additional opportunities in the future. As an initial effort, staff along with the Tourism Commission are considering a grand opening for the Visitor Center in July to invite local leadership to the visitor center. Additionally, staff is reviewing a strategy to increase the awareness of the visitor center to increase visitors to the center.

Visitor Center. In December we rounded up the number of walk-ins to the Visitor Center by state from July 2023-December 2023. The graphic below showcases most of our walk-ins have been from all around Arizona, followed by Texas, California, and Ohio.



Initiative 14.4: Conduct Feasibility study for a regional convention center

Staff will begin review of the convention center study next spring in preparation for inclusion in the next budget year.

Advertising. Staff have been working on a Sports GuideBook to continue the efforts of Sierra Vista as a Sports Tourism destination. Additionally, we have the following ad in the Winter 2023 edition of Food and Travel Magazine to help highlight our culinary tourism.



Cochise County Tourism and Economic Council (Explore Cochise)

The City of Sierra Vista Tourism and Economic Development report includes a regular report for the Cochise County Tourism and Economic Council (CCTEC). The activities of the CCTEC are defined through an intergovernmental agreement (IGA) between the participating communities and Cochise County. Funds derived from each entity are cooperatively invested in marketing efforts to promote Cochise County as a destination for tourists and economic investment. The Council committee members, defined through the IGA, are the Cochise County administrator and city managers from each invested community, which include Bisbee, Douglas, Sierra Vista, and Willcox.

FOLLOW-UP: ARIZONA OFFICE OF TOURISM (AOT) – GRANT PROCESS.

In late 2021, CCTEC submitted for the Visit Arizona Initiative (VAI) Grant through AOT. The AOT VAI grant review committee awarded CCTEC a pre-award status in the amount of \$159,666.32 for two projects that CCTEC requested. This amount was over 60% of the initial application. Money was received June 2022; the Grant closed November 11, 2023.



GET Real

Did you know?

- We get 284 sunny days per year.
- Sierra Vista is the Hometown Capital of the U.S.
- We are 6,279 square miles large, and have six major communities.
- Douglas is home of the 1911 International airport in the Americas.
- There are 3,425 rooms, from 50 hotels to multiple B & B's and ranches.
- 8% of Arizona's value grapes were grown in Cochise County in 2022.
- More than 7,000 species of plants and animals can be found in the Sky Islands!
- One of the greatest copper camps, Shobe produced over \$1 billion in wealth.

Our Communities

BISBEE
Naked and copper-colored hills, unique architecture drives you to antique stores, galleries, and saloons. Explore Bisbee's hundreds of Heritage Stairways, or venture 1,500 feet underground on the Queen Mine Tour.

DOUGLAS
Sierra City to Santa Rita, Sonora, Mexico, this border community continues to redefine its cultural character. Take in the legendary Golden Hotel or visit John Slaughter Ranch – a National Historic Landmark.

SIERRA VISTA
Nestled at the foot of the Sky Islands, this border hotspot is also a bicyclist's dream destination with easy mountain trail access and plentiful road routes. Explore Nature Conservancy's Sonoran Canyon Preserve for wildlife and history guides.

WILLCOX
Nestled in the peaceful Yavapai farmlands, unique architecture drives you to antique stores, galleries, and saloons. Explore Bisbee's hundreds of Heritage Stairways, or venture 1,500 feet underground on the Queen Mine Tour.

DRIVE TIME

Destination	Hours	Miles	Kilometers
Tucson, AZ	1.25	95	152
Phoenix, AZ	3.25	196	315
Albuquerque, NM	6.0	437	703
Grand Canyon AZ	7.0	427	687
San Diego, CA	7.5	490	789
Las Vegas, NV	8.0	497	800

SURROUNDING AREAS
Cochise County's Satherhorn Caves State Park is an incredible living cave – voted best cave in the U.S. Recently, historic trails in rich history with 42 miles throughout town. In legendary trailblazing, experience a re-creation of the West's most famous trail and immerse yourself in the rich history of the Satherhorn Caves State Historic Park. Venture back to time at ghost towns throughout the County, like Bankhead, Geronimo, Prince, and Wilkita.

Kate Cox, MBA, CFP Marketing Coordinator
Cochise County Tourism and Economic Council DMO
1011 N. Coronado Drive Sierra Vista, AZ 85635
Cell: (520) 678-9285 Office: (520) 438-2209
Kate.Cox@SierraVistaAZ.gov www.ExploreCochise.com

(PHOTO: front page of CCTEC profile sheet)

NATIONAL TOUR ASSOCIATION (NTA) - TRAVEL EXCHANGE (TREV) 2023.

CCTEC headed to Shreveport, Louisiana from November 11th through November 16th for NTA's annual TREV conference. The conference consisted of meeting with potential tour operators in a "speed dating" format (where one-page destination profile sheets are shared); multiple networking events to capitalize on tour operator meetings, as well as gain insight from other Destination Marketing Organizations (DMOs); plus educational seminars that covered a gamut of topics, including Artificial Intelligence (AI) for marketing strategies, maximizing DMO relationships, and sustainability opportunities for destinations. CCTEC will continue discussions with travel operators over 2024, as Cochise County would be added to their 2025/2026 tour catalogs because their 2024 tour catalogs are already available to their clients. The Council sponsored both candy for participants' intermission from appointments, as well as Starbucks cards to increase participation in one of the brainstorming sessions. Both sponsorships were successful in promoting the Council's name and location for potential tours.

FOLLOW-UP: AOT - CO-OP PROGRAM FY23-24.

The Arizona Office of Tourism has provided marketing opportunities through their Co-op Program to allow rural destinations like Cochise County (through the CCTEC) to maximize their marketing budget, as the Arizona Office of Tourism matches 50-50 the opportunities presented. For the FY23-24 Co-op Program, CCTEC will receive \$91,640 in marketing for an investment of \$45,820.

- Go Travel Sites - Lead Generation / Email Response Package: CCTEC is partnering with West Press for fulfillment of the addresses received from inquiries on Go-Arizona.com
- 12 News Tenga - OTT Package: The commercials and retargeting ads for October, November, and December 2023 are being streamed to the cities of Seattle and Chicago.
- Herrmann-Global/Visit USA Parks - Content Marketing: The travel writer for this project will visit Cochise County in the spring for three days.
- Other campaigns in the works include:
 - Texas Monthly - Content Marketing
 - AAA VIA Arizona - Publisher Digital Newsletter
 - AZ Official State Travel Guide
 - AZ Official State Travel Map
 - Tucson Official Travel Guide
 - AZ Drive Guide
 - Play Ball (Spring Training magazine)
 - ROVA Magazine (Premier RV, van life, driving journey magazine)
 - American Road (focuses on hidden landmarks/road less traveled)



(PHOTO: screen shot of new streaming commercial – <https://youtu.be/HSSTkbTNT54?si=C-thWDy7qmac57D5>)

AOT - INTERNATIONAL TRAVEL WRITERS.

CCTEC worked with AOT, the City of Willcox, and local businesses to coordinate a visit for six international travel writers from Canada, China, Germany, and Mexico. The writers will cover Arizona's wine industry in their compositions. In southeast Arizona, their itinerary includes Sonoita and Willcox vineyards, the Chiricahua National Monument, and Kartchner Caverns State Park, plus visits to local Cochise County restaurants and the Rex Allen Museum in Willcox. CCTEC Marketing Coordinator met with the writers and AOT on December 1, 2023 to provide insight on Cochise County and its four pillars: outdoor adventure; birding/wildlife; cuisine/wine; and culture/history. Their visit was featured in the AOT "Tourism Tuesday" e-newsletter.

(PHOTO: AOT e-newsletter feature)



International Journalists Explore Arizona Wine Regions

AOT recently hosted a wine-focused international press trip with journalists from China, Germany, Mexico and the UK. In addition to sampling wines at 10 tasting rooms in all three of Arizona's designated American Viticultural Areas (AVAs), they visited attractions and learned about some of our state's other bountiful agriculture including the locally grown wheat in Don Guerra's Barrio Bread, pork from a local Sonoita farm and fresh apple pie from Apple Annies. They also visited some of Arizona's National and State Parks including Chiricahua National Monument, Kartchner Caverns State Park, Casa Grande National Monument and Montezuma's Castle National Monument. Special thanks to all our partners throughout the state who welcomed them, especially the vineyards and tasting rooms who highlighted Arizona's wine industry.

TRAVEL WRITER: KATHERINE McMAHON – VINEYARDS AND VOYAGES.

CCTEC coordinated a Cochise County itinerary for Katherine, including a visit to Sierra Vista from September 16 – 17, 2023. The Sierra Vista part of her itinerary included a hiking tour at Ramsey Canyon Preserve, lunch at La Sierra Grille, hummingbird banding at San Pedro House, food and fun at Oktoberfest, an overnight at Comfort Inn and Suites, and breakfast at Landmark Café. The itinerary resulted in daily posts on Instagram during her visit, reels and carousel posts on two Instagram pages (Vineyards and Voyages, as well as USA Voyages), and will include an article on the Vineyards and Voyages website (to be posted by April 2024).

(PHOTO: sample of Instagram post on Hummingbird Banding with SABO held at the San Pedro House.)



TRAVEL WRITER: EMILY TAYLOR – VISIT USA PARKS

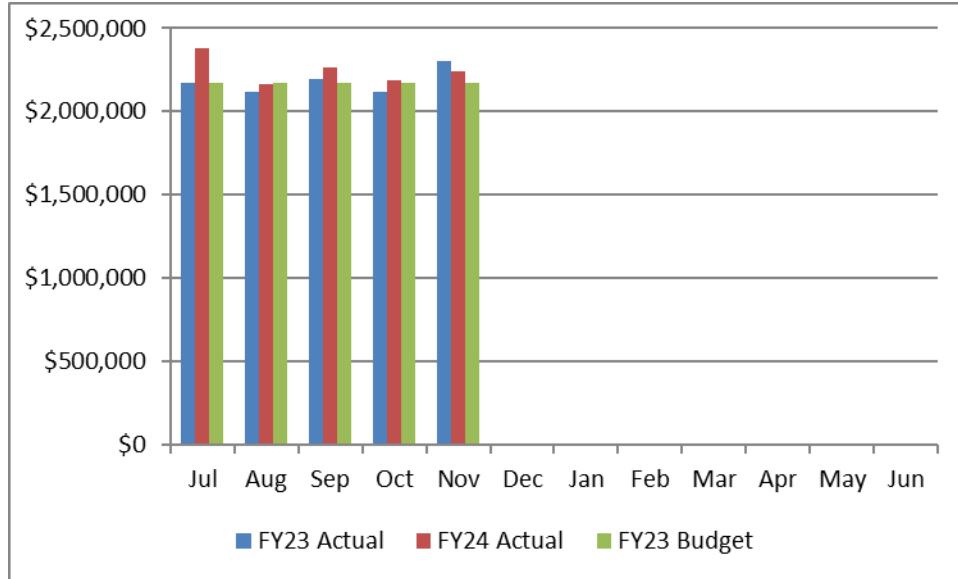
CCTEC coordinated for Visit USA Parks travel writer Emily Sierra to visit Sierra Vista from October 20 – 22, 2023. CCTEC created a family-focused schedule for Emily, her husband, and their 2-year-old daughter. The itinerary included a visit to Fairbank Historic Townsite, CIBA Climbing Gym, The Cove, Patterson Observatory, and Ramsey Canyon Preserve. The family stayed with Garden Place Suites, and enjoyed meals at Tombstone Brewing Company, Taco Giro, German Café, and Urbano Bar and Bistro. The trip resulted in an experiential article, an itinerary article, and multiple social media posts on Visit USA.

(PHOTO: sample of Facebook post on Visit USA Parks)

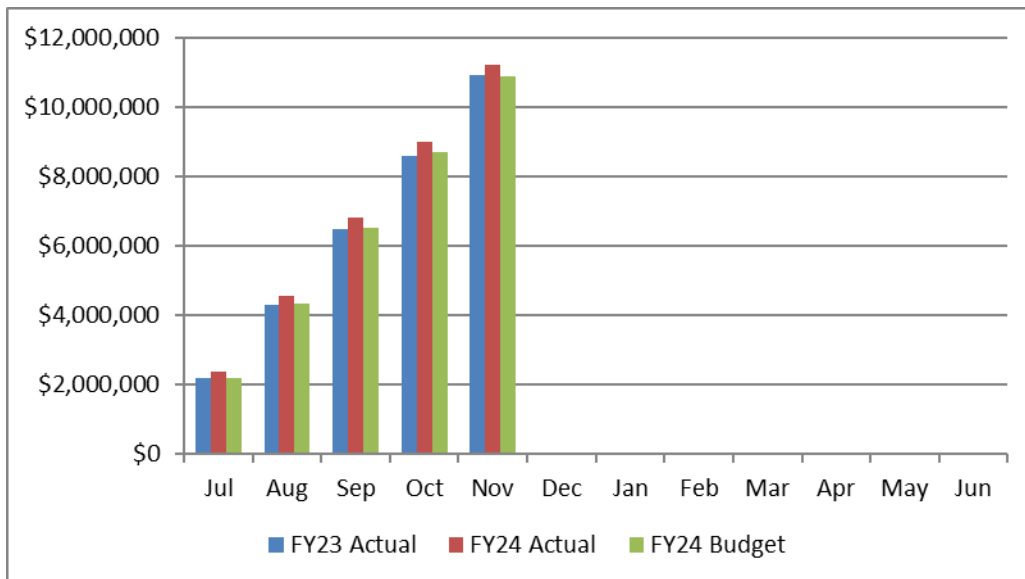
Administration

Sales Tax Collection. Gross privilege tax collections were up \$68,354, or 3.23%, for October and down \$58,394, or 2.54% for November over last fiscal year.

The chart below provides a monthly comparison of FY24 actual, FY243 budget, and FY23 actual.



Through November, collections are up \$329,671, or 3.03%, over last fiscal year. The chart below provides a monthly comparison of FY24 actual, FY24 budget, and FY23 for the Fiscal Year.



Description	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23
Utilities	119,437.48	132,534.40	140,026.22	121,840.48	94,523.90	93,410.06	112,555.20	122,248.00	131,483.50	118,956.49	101,680.14	95,205.36
Communicaitons	10,555.75	11,271.73	18,819.75	23,840.73	15,295.16	19,600.02	19,638.22	19,231.63	19,531.13	19,105.63	26,332.93	19,759.65
Publication	839.53	761.04	655.89	23.80	1,487.80	735.01	741.67	680.95	801.86	718.61	1,012.55	435.47
Restaurant & Bar	258,477.18	255,158.77	255,599.89	268,325.60	275,167.47	256,474.71	258,788.79	252,670.96	245,886.18	271,752.44	245,512.57	220,182.29
Contracting - Prime	67,748.69	42,287.68	162,781.35	71,864.69	110,855.75	94,862.27	65,755.25	86,755.79	62,204.66	54,757.88	57,494.52	39,136.83
Retail Sales	1,330,616.35	997,747.43	1,063,833.30	1,166,373.00	1,183,181.81	1,086,573.28	1,102,109.78	1,224,444.77	989,047.41	1,122,527.21	1,044,552.63	1,076,972.09
Use Tax Purchases	64,746.19	63,584.87	72,734.54	51,712.10	51,917.06	61,508.57	72,850.86	(3,361.75)	58,367.67	47,589.86	68,650.93	85,997.92
Use Tax from inventory	630.98	737.42	607.93	1,556.73	243.26	248.03	3,064.98	2,559.72	230.97	1,035.92	82.15	2,085.73
Residential Rental	78,345.26	35,527.28	42,656.03	49,346.63	41,040.66	38,839.46	47,697.21	39,820.07	36,843.09	48,370.88	40,725.81	38,840.54
Retail Food for home consumption	391,212.06	277,905.26	274,883.65	303,143.04	293,333.27	301,921.61	282,883.94	292,156.47	297,761.63	285,413.86	285,350.63	320,895.75
Commercial Rental	34,092.34	35,187.93	30,910.61	35,508.87	28,324.57	31,117.72	29,009.39	28,570.64	28,712.34	31,760.19	28,855.99	30,251.28
Tangible Property Rental	24,670.67	19,477.43	18,177.34	22,393.96	22,304.09	25,162.22	22,514.20	25,652.04	25,071.90	24,195.84	22,288.35	22,537.95
Extended Stay	84,022.20	108,432.39	105,905.23	137,247.65	130,744.28	119,649.03	108,493.96	118,078.82	111,648.41	96,205.93	111,121.05	100,121.61
Online sales	144,563.46	103,768.78	107,110.05	124,299.19	108,939.36	114,751.92	110,392.75	124,950.95	112,616.93	110,110.84	121,593.32	146,104.51
Other	26,478.77	25,623.39	23,816.99	27,024.33	32,164.18	31,580.59	32,889.13	43,003.85	40,606.67	29,610.86	30,659.79	42,416.56

Community Development

- **Final Plat, Buffalo Soldier Ranch.** On November 9, 2023, the Mayor and City Council approved the final subdivision plat and amendments to the associated Development Agreement for Buffalo Soldier Ranch. The 349-lot single family subdivision is located between Golden Acres Drive and Buffalo Solider Trail, east of the Holiday Retreat neighborhood.
- **Garden Grove Rezoning.** On November 9, 2023, the Mayor and City Council approved the rezoning application to assign the Recreational Vehicle Park Overlay to the Garden Grove property located at 405 South Garden Avenue. The rezoning approval was conditioned upon the clubhouse improvements (providing waster and dryers and shower facilities) and at least three additional fire hydrants being installed.
- **Development Code Amendments.** On December 14, 2023, the Mayor and City Council approved a series of text amendments to be placed in the public record for a 30-day comment period. The first set of changes concerned regulations pertaining to outdoor storage, warehouse, storage and distribution uses, landscape and screening requirements. The amendments will clarify certain terms, resolve inconsistencies, and accommodate certain warehouse, storage and distribution uses within the General Commercial District to better meet the needs of the community.

The second set of changes revamps the City's roadway design standards to better implement City Council Strategic Plan objectives and General Plan strategies relating to complete streets. The Sierra Vista Roadway Design Manual will consolidate codes and standards into one document, provide design flexibility, be consistent with state and national construction standards, and will be more user friendly.

- **Neighborhood Commission.** On November 13, 2023, the Neighborhood Commission met to receive proposals on potential neighborhood projects. Carol Manetta, Executive Director of Reap Goodness, presented her vision for planting a food forest on two City owned lots in the Sulger Neighborhood between Busby Drive and Sheila Lane. The City entered into a Landscape Maintenance Agreement with Reap Goodness and Echoing Hope Ranch for the long-term maintenance of the project, when completed. The parcels, which are in a floodplain, were deeded to the City after they were abated by Code Enforcement. The Neighborhood Commission also discussed potential right-of-way improvements to the right-of-way at the corner of West Tacoma and N. Carmichael Avenue adjoining the Liberty Utilities property. The Neighborhood Commission also unanimously voted to recommend approval of proposed amendments to the Housing and Neighborhoods and Infill and Redevelopment Area Elements of the General Plan.

On December 11, 2023, staff took the Neighborhood Commission on a mobile tour of the community, providing insights and analysis on neighborhood revitalization initiatives, development projects and improvement opportunities.

Building & Inspection Services

The following projects were reviewed/inspected during November/December 2023:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
ARC GSSVAAZ001 LLC	Tenant Improvement	354 South Highway 92
Bank of America	Tenant Improvement	3148 E Fry Blvd
Boys & Girls Clubs	Tenant Improvement	1746 Paseo San Luis
Cochise Vista	Tenant Improvement	2151 Hwy 92 Ste 120
Don8it - repair collapsed building	Tenant Improvement	650 E. Wilcox Dr
Event Center Renovation	Commercial New	302 El Camino Real 01
Good 2 Go	Commercial New	2632 E Fry Blvd
Haws & Haws	Commercial New	10778095C
Russo-Pabst Partnership	Tenant Improvement	77 Calle Portal C120
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Garden Canyon Clubhouse	Commercial New	405 South Garden Ave
Park Professional Building Remodel	Tenant Improvement	2700 E Fry Blvd
Popeyes Chicken New Building & Drive Thru	Commercial New	467 E. Hwy 90
Tidal Wave Auto Spa	Commercial New	3216 El Mercado Loop
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
550 W Fry	Tenant Improvement	550 W Fry Blvd
American Leadership Academy - Classrooms	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Field House	Commercial New	4400 East Buffalo Soldier Trail
American Leadership Academy - Admin Building	Commercial New	4400 East Buffalo Soldier Trail
Arbenz Pickleball - Restrooms	Accessory Commercial	2830 Tacoma Street
AZ20527 Cell Tower	Cell Tower New	1300 Fort Ave
Bath and Bodyworks	Tenant Improvement	629 N Highway 90 Ste 1
Camber & True	Tenant Improvement	365 Short St
Canyon De Flores - Dental Office	Tenant Improvement	3477 Canyon De Flores (B)
Casa De La Sierra - Stairs & Landing	Tenant Improvement	500 S. Coronado Dr

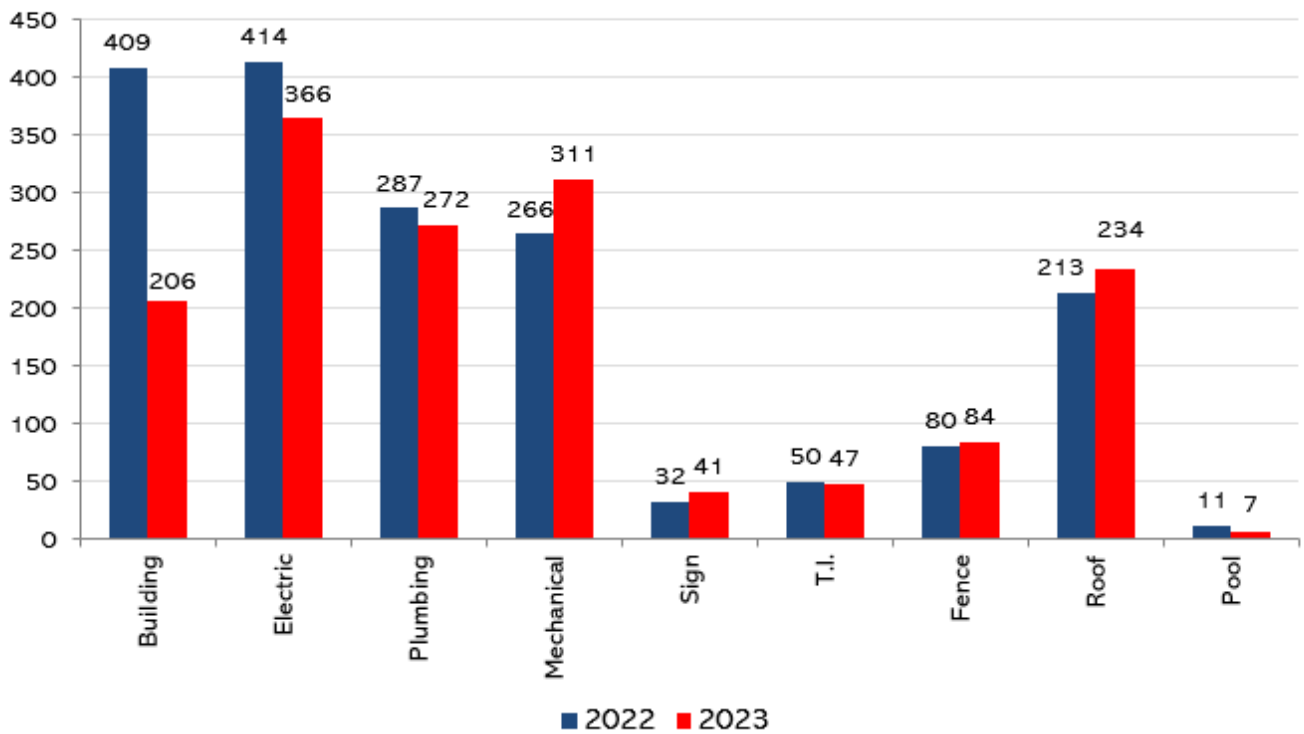
Casa Del Sol - Phase 2	Apartment New	1020 S Carmichael Ave
Casa Del Sol - Pool	Commercial Pool	1020 S Carmichael Ave
Circle K	Commercial New	5058 Highway 90
Coldstone Creamery	Tenant Improvement	480 N Highway 90 Ste A1
Comfort Inn - electrical changes	Tenant Improvement	3500 E Fry Blvd
Commercial Financial Office - Interior Reno	Tenant Improvement	500 N. Garden Ave
COSV Cyr Center Soccer Nets	Tenant Improvement	111 Cyr Center
COSV Shower	Tenant Improvement	2900 MLK PKWY
Divided Homes Façade	Addition - Commercial	3827 S. Highway 92
Dollar General	Commercial New	10749001Q
Edward Jones	Tenant Improvement	3410 canyon De Flores D
Embrace Life	Tenant Improvement	4116 Avenida Cochise, #F-G-H-I
First West	Tenant Improvement	956 E Fry Blvd
Former Sun & Spokes I - Façade	Tenant Improvement	156 E Fry Blvd
Former Sun & Spokes II - Façade	Tenant Improvement	164 E Fry Blvd
Former Fast Auto Loans - Façade	Tenant Improvement	148 E Fry Blvd
EMS Substation	Cell Tower New	2155 S 7th St
Fry's Food - Fire Sprinkler System	Tenant Improvement	4351 E Highway 90
Garden Ave & Fry Improvements	Addition - Commercial	1011 N Coronado Ave
Girls Home - Fire Suppression & Interior Reno	Tenant Improvement	1850 Paseo San Luis
Gyfted Creations	Tenant Improvement	209 W Fry Blvd
Gymnasium - ADA Compliant Bathrooms	Addition - Commercial	382 E. Wilcox Dr
Haven Health	Addition - Commercial	660 N Coronado Drive
Haven Health - Fire System	Tenant Improvement	660 N Coronado Drive
HCS Connect to City Sewer	Tenant Improvement	150 N Canyon Dr
Hummingbird Assisted Living	Tenant Improvement	2047 Highway 92
Jackson Dental	Tenant Improvement	1906 S Highway 92
Medical Office	Tenant Improvement	2250 El Mercado Loop
Oasis Foursquare	Tenant Improvement	4699 Hwy 90
Panda Express Hood	Tenant Improvement	480 Highway 90 A1
Pioneer Title	Tenant Improvement	3511 Canyon De Flores

Rendezvous Remodel	Tenant Improvement	40 Avenida Escuela
Rothery Sports Complex - Fire Alarm	Tenant Improvement	3305 Est Fry Blvd
Rothery Sports Complex	Tenant Improvement	3305 Est Fry Blvd
SAIC	Tenant Improvement	665 N Garden Ave
Sierra Evangelical Church Canopy	Accessory Commercial	101 N Lenzner Ave
Sierra Suites Beam	Tenant Improvement	391 E Fry Blvd
Sierra Suites Elevators	Tenant Improvement	391 E Fry Blvd
Sierra Vista Surgical Center	Commercial New	1940 E Wilcox Dr
S.V. Public School - Shed	Accessory Commercial	5225 Buena School BLVD
T-Mobile	Cell Tower Modification	1300 Fort Ave
Tractor Supply - Remodel	Tenant Improvement	4860 E. Highway 90
Tropical Smoothie	Commercial New	562 S. Highway 92
Vacant Suite	Tenant Improvement	942 E Fry Blvd
Veteran's Park - Restrooms	Accessory Commercial	3405 E Fry Blvd
Verizon Wireless - Cell Tower	Cell Tower Modification	4253 Enterprise Way
Transformer Stepdown	Accessory Commercial	7250 E Highway 90
Public Works Fleet Bathroom	Tenant Improvement	401 Giulio Cesare Ave
US Towers 433	Cell Tower Modification	532 Suffolk Drive
Leawood Loop House - Electrical	Tenant Improvement	2685 Leawood Loop
Tractor Supply - Fire System	Tenant Improvement	4860 E. Highway 90

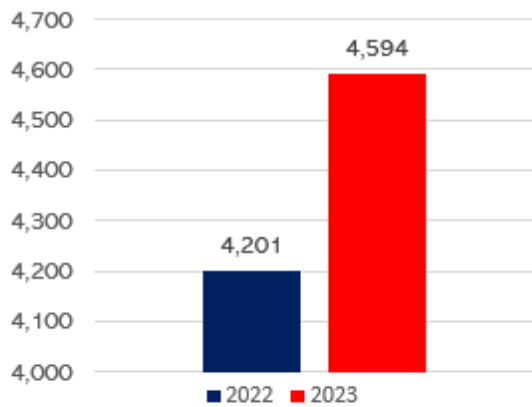
PROJECT COMPLETED

PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Fry's Food - Remodel	Tenant Improvement	4351 E Highway 90
Safelite	Tenant Improvement	4148 Industry Drive 1104
Sierra Vista Ice Rink	Tenant Improvement	1013 N. Coronado Dr
Wanderlust	Tenant Improvement	84 S 2nd St
COSV Veteran's Park Storage Tank	Accessory Commercial	3105 E Fry Blvd
Michaels	Tenant Improvement	493 N Highway 90 Ste 130
Northrop Grumman	Tenant Improvement	4067 Enterprise Way

PERMIT BY TYPE YEAR OVER YEAR



INSPECTIONS



CONSTRUCTION TRENDS

CONSTRUCTION TYPE	NEW CONSTRUCTION	
	2022	2023
SINGLE-FAMILY UNITS	52	56
SINGLE-FAMILY ADDITIONS	14	2
MANUFACTURED HOME UNITS	77	38
MULTI-FAMILY UNITS	62	0
NON-RESIDENTIAL (SQ. FT.)	19,737	60,017

Code Enforcement

As documented in the following table, Code Enforcement handled 80 complaints during the reporting period. The most significant abatement during the reporting period involved removing a large amount of junk and debris from a property on Charles Drive. The associated cost including court fines was paid by the property owner.

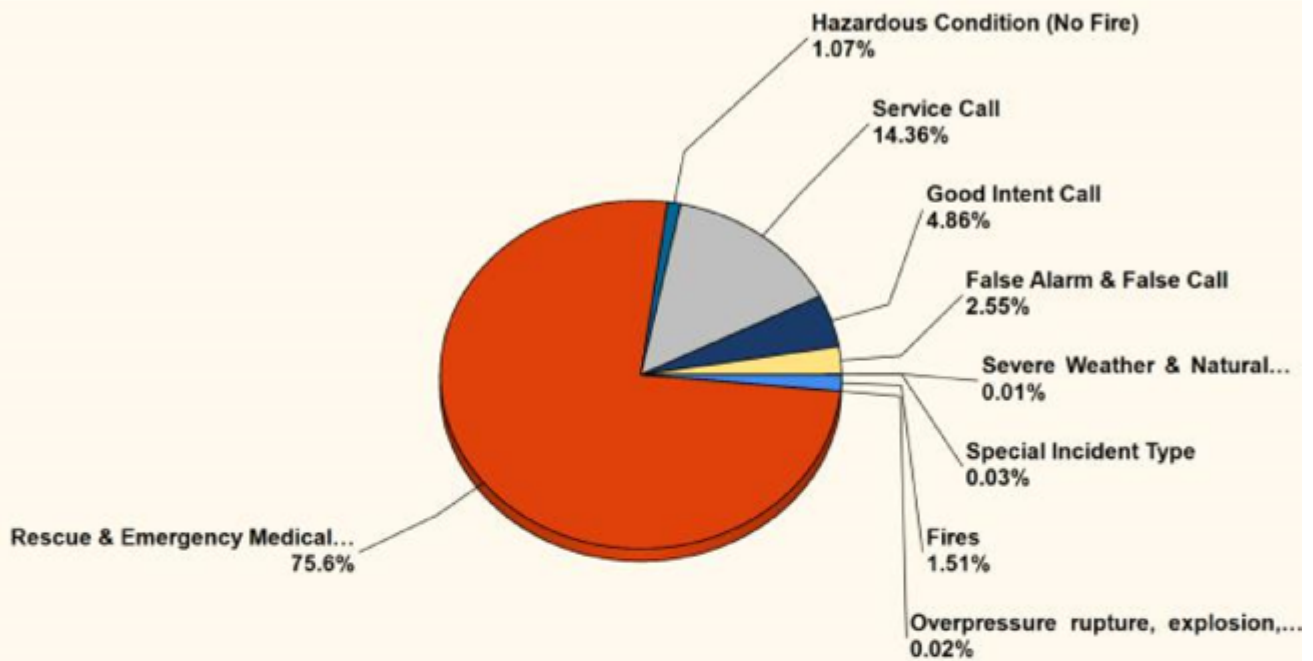
Code enforcement staff supervised four Better Work cleanup details during the reporting period at various locations in the City.

CODE REFERENCE	COMPLAINT	REPORTING PERIOD	DESCRIPTION
		SEPT-OCT 2023	
150.15.C	ABANDONED PROPERTY	18	SHOPPING CARTS LEFT ON ROADWAY
150.23.3	ANIMAL WASTE	1	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.20	BLIGHT	6	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.14	CLEAR VISION	4	OBSTRUCTING CORNER VISIBILITY
150.23.10	GENERAL SIGN VIOLATION	5	NON-CONFORMING ELECTRONIC SIGNS
90.11	DOMESTIC FOWL	2	COOP LOCATION, CONDITION, ODORS, NUMBER, ROOSTER
150.23.22	GRAFFITI	2	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	11	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLICIT DISCHARGE	2	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.17	INOPERATIVE VEHICLE	2	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.25.5	OVERGROWTH	4	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	3	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
150.23.13	SIDEWALK OBSTRUCTION	19	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.23.11	UNGUARDED PITS/HOLES	1	POTHOLES ON PRIVATE PROPERTY
TOTAL		80	

Sierra Vista Fire and Medical Services (SVFMS)

Calls for service in 2023

9654



7298	EMS calls
1386	Service calls
469	Good Intent
246	False Alarm
146	Fires
103	Hazardous Condition
3	Special Incident
2	Overpressure Rupture
1	Severe Weather

Glossary

Service calls	calls that provide a service that is not Fire related, I.E. Lift Assist, PD Assist, or Snake Removal
Good Intent	calls where units were dispatched and canceled en route or upon arrival there was no emergency present
False Alarm	calls where a fire alarm system was activated, but it was due to a system malfunction or due to malicious intent
Hazardous Conditions	calls for Haz-mat spills or gas leaks and there was no fire present
Special Incident	calls that do not fit in any of the other categories
Severe Weather	calls for lightning strikes or flooding
Overpressure Rupture	where there is a sudden loss of pressure from a vessel or contain without fire present

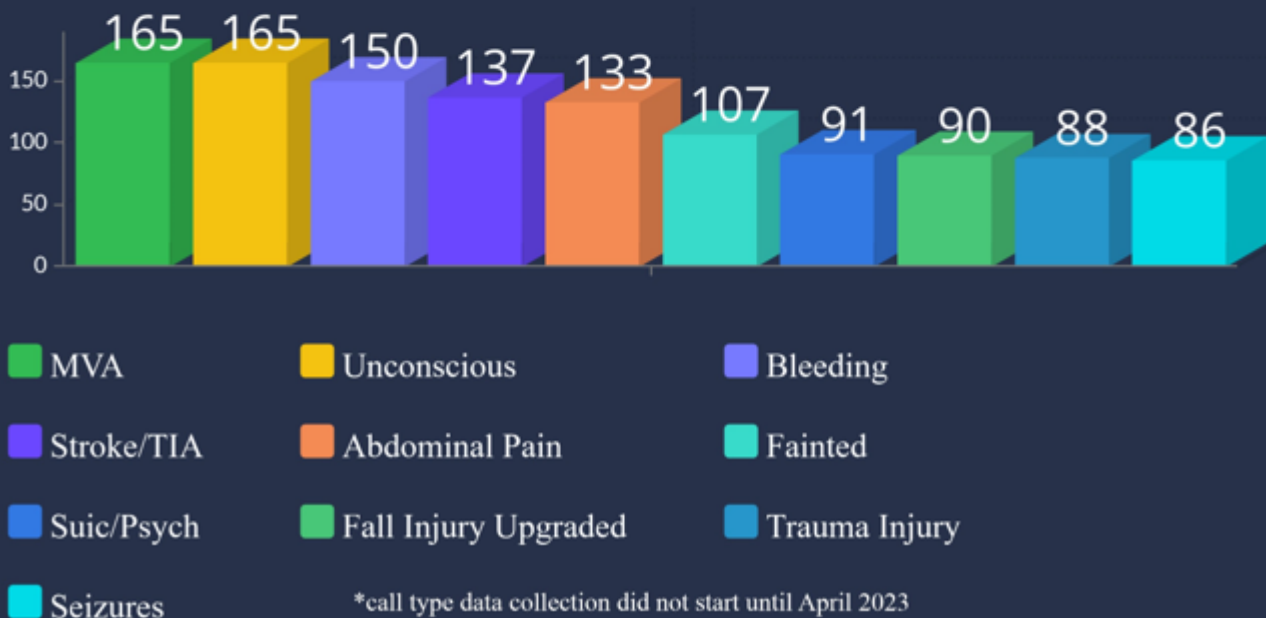
The Top 10 represent 64.7% of all the calls for Service in 2023

Top 10 calls for Service in 2023*



The top 20 represent 81.1% of all the calls for Service in 2023

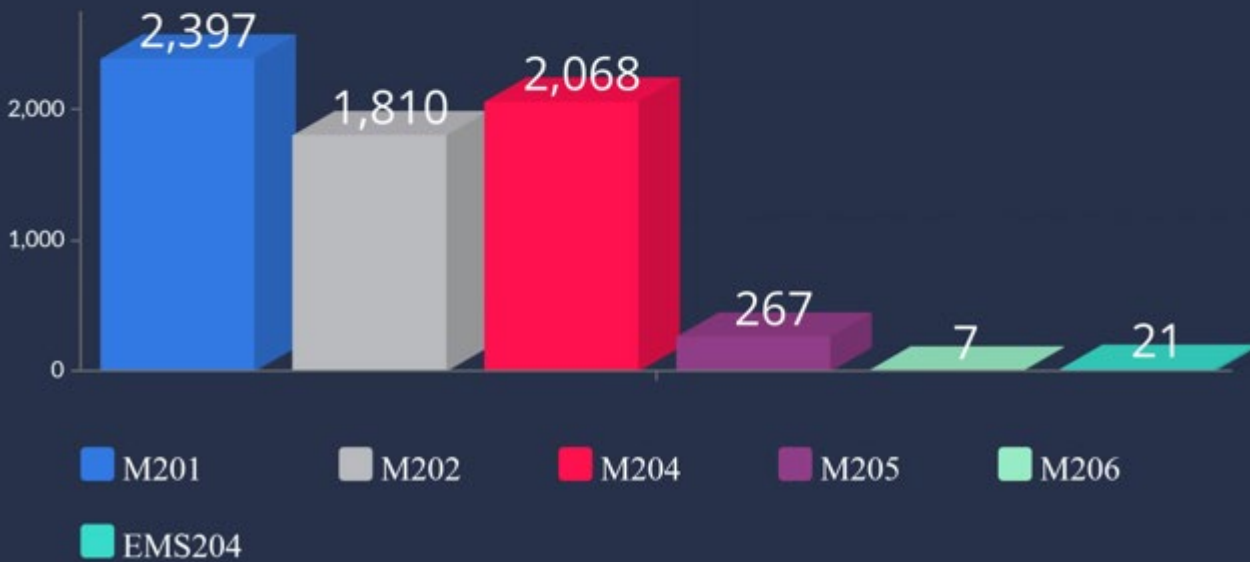
Tops calls 11 - 20 in 2023*



Total Calls per Apparatus (Fire)



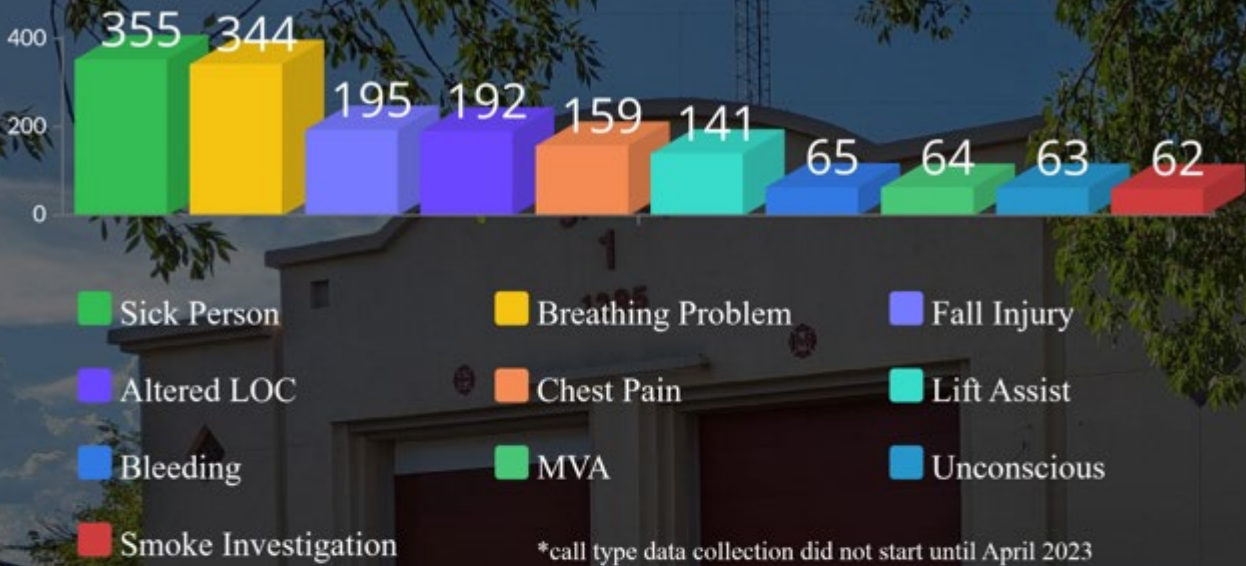
Total Calls per Apparatus (EMS)



S201 Stats

2023

Top 10 calls in S201's area*

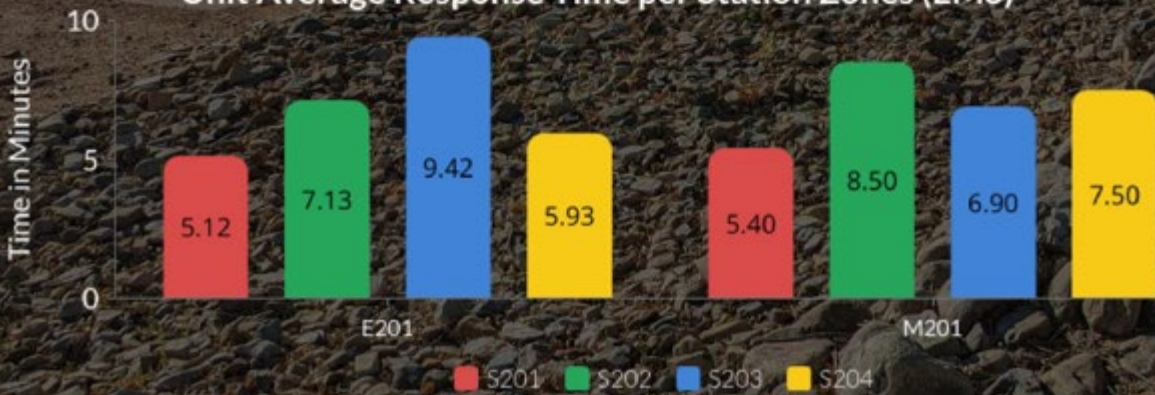


There were 2534 calls for service in S201's area

This is 34.2% of the total calls for 2023*

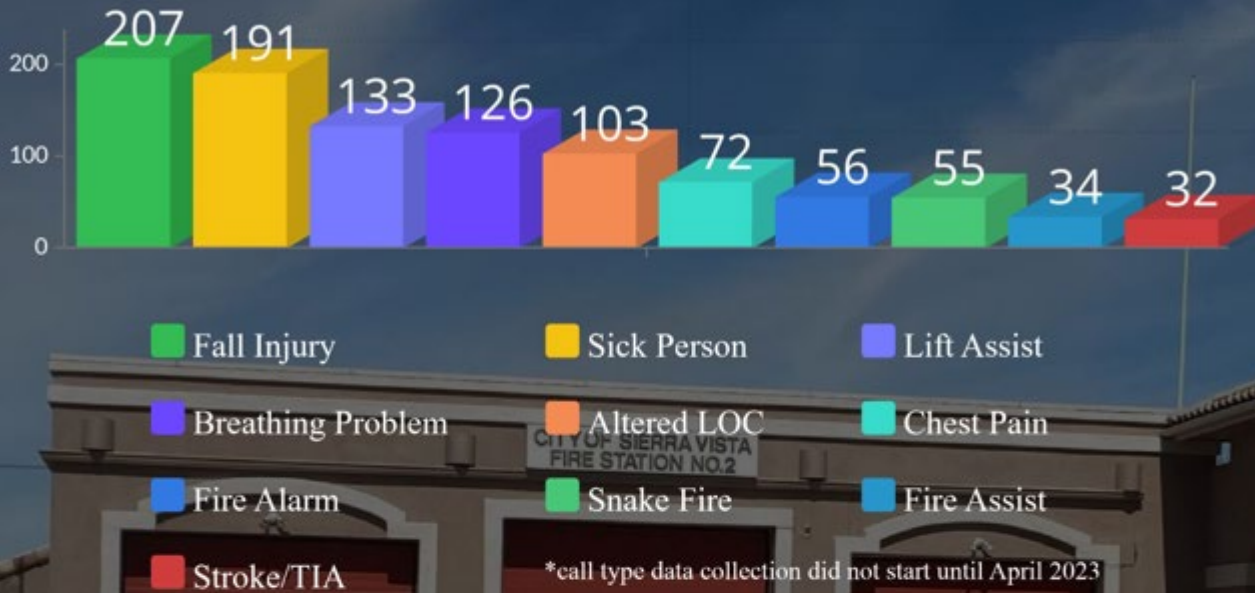
There were an average of 9.2 calls/day in S201's zones

Unit Average Response Time per Station Zones (EMS)



S202 Stats

Top 10 calls in S202's area*

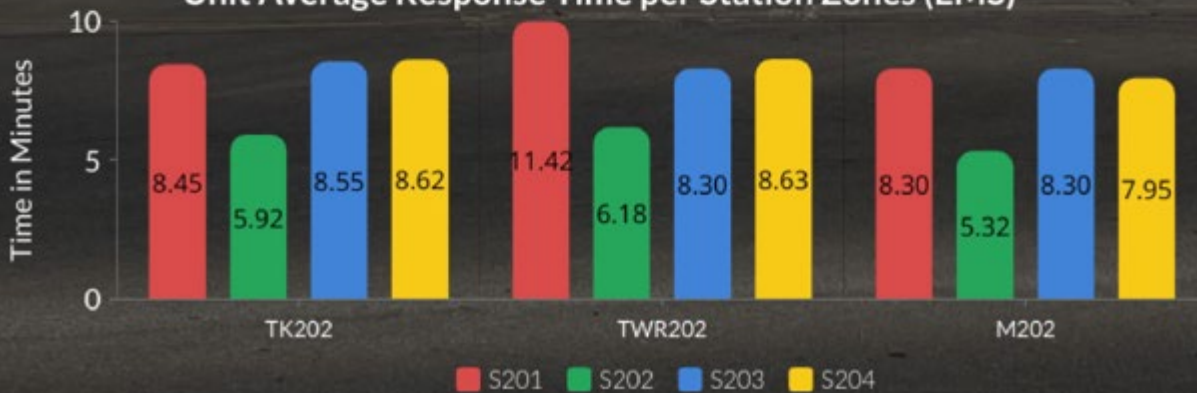


There were 1446 calls for service in S202's area.

This is 19.5% of the total calls for 2023*

There were an average of 5.3 calls/day S202's zones

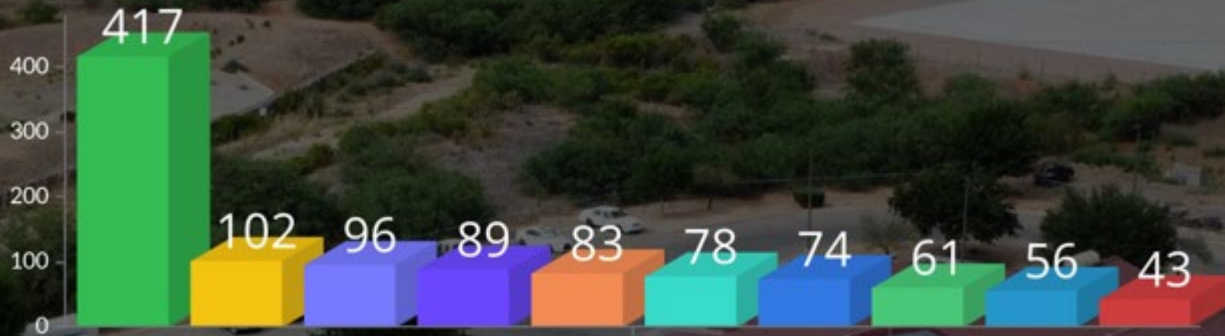
Unit Average Response Time per Station Zones (EMS)



S203 Stats

2023

Top 10 calls in S203's area*



- Code 1 Trans
- Sick Person
- Fall Injury
- Snake Removal
- Breathing Problem
- Altered LOC
- Lift Assist
- Chest Pain
- Fire Alarm
- MVA

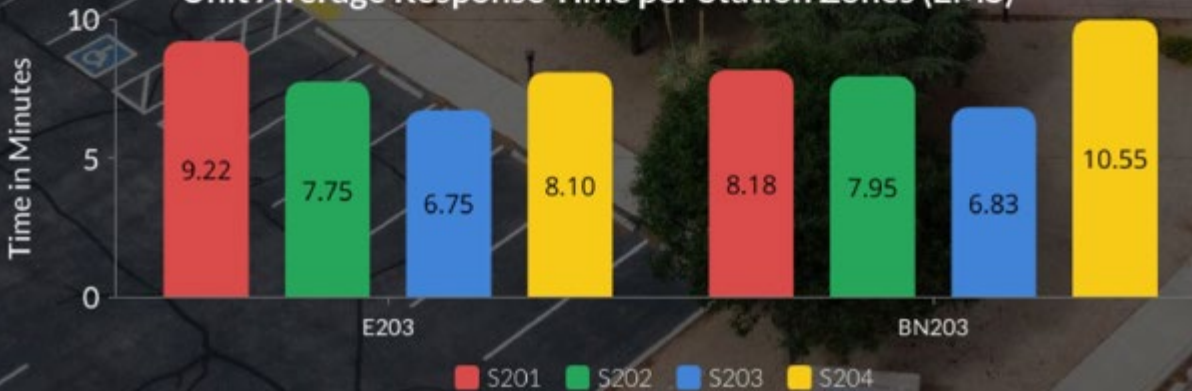
*call type data collection did not start until April 2023

There were 1488 calls for service in S203's area

This is 20.1% of the total calls for 2023*

There were an average of 5.4 calls/day S203's zones

Unit Average Response Time per Station Zones (EMS)



S204 Stats

Top 10 calls in S204's area*



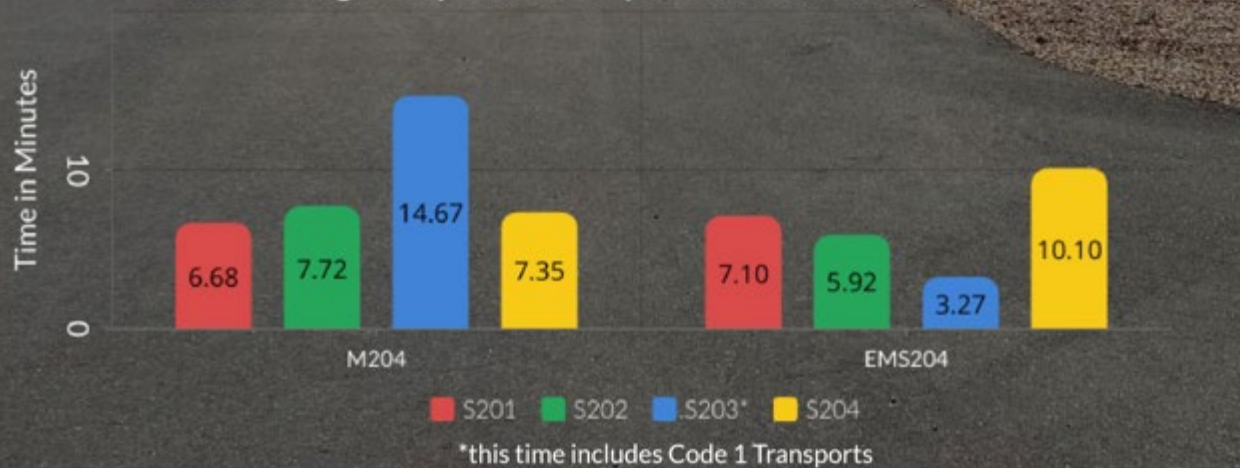
There were 1290 calls for service in S204's area

This is 17.4% of the total calls for 2023

There were an average of 4.7 calls/day S204's zones

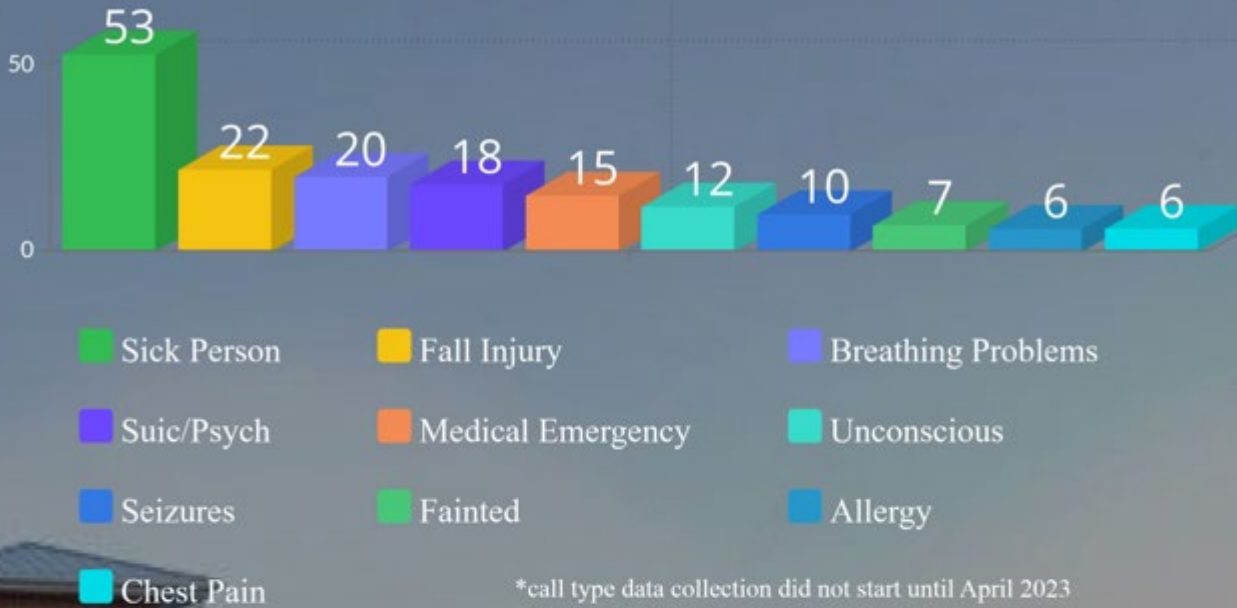
Fun fact, three of the top four and seven of the top 10 require a Fire Unit Response

Unit Average Response Time per Station Zones (EMS)



S205/S206 Stats

Top calls in S205/S206's area*



*call type data collection did not start until April 2023

There were 227 calls for service in S205/S206's area

This is 3% of the total calls for 2023*

There were an average of 0.82 calls/day

Unit Average Response Time per Station Zones (EMS)



NFPA 1710

Recommends an average response time (call received to on scene time) of 6 minutes and 20 seconds (380 seconds) for EMS calls and 6 minutes and 40 seconds (400 seconds) for Fire calls.

■ Performance Objectives

- Alarm Answering Time
 - 15 sec 95%
 - 40 sec 99%
- Alarm Processing Time
 - 64 sec 90%
 - 106 sec 95%
- Turnout Time =
 - 60 sec EMS
 - 80 sec Fire
- First Engine Arrive on Scene Time
 - 240 sec (4 min)
- Initial Full Alarm (Low and Medium Hazard) Time
 - 480 sec (8 min)
- Initial Full Alarm – High Hazard/ High-Rise Time
 - 610 sec (10 min 10 sec)





Sierra Vista Fire and Medical Services responded to 9654 calls in 2023. This is 674 more calls than 2022 or a 7.5% increase.

The department ran an average of 26.4 calls/day in 2023.

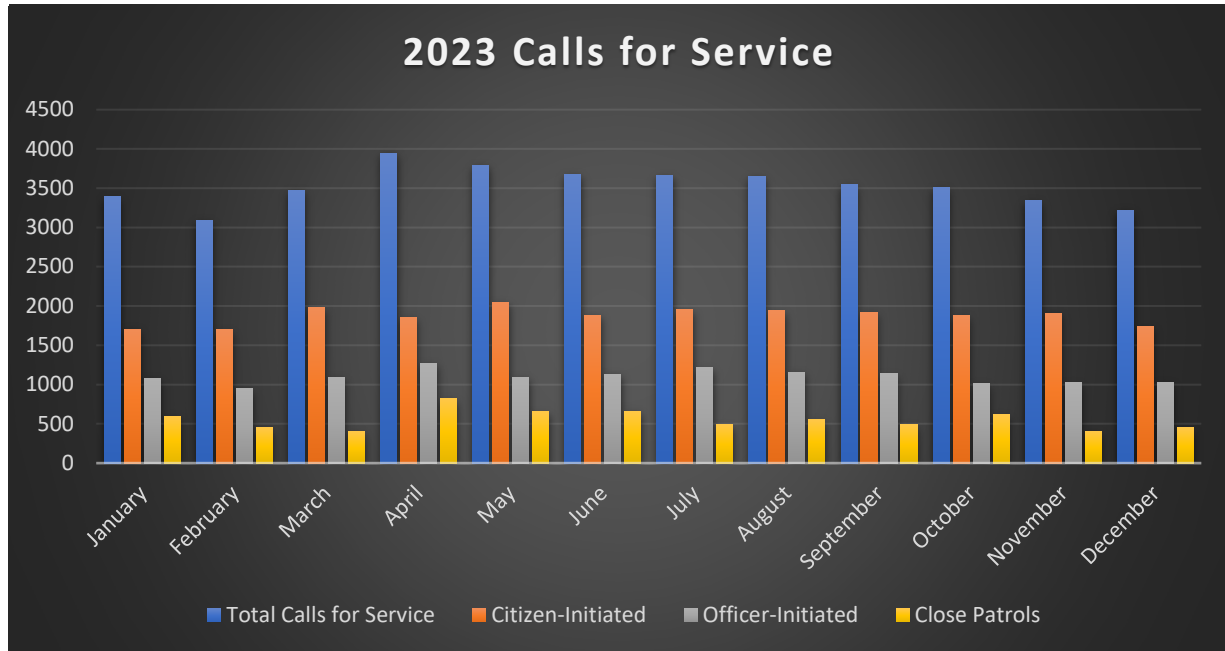
There were 414 calls (5.6%) that were not in SVF&MS primary response area in 2023*.

*call type data collection did not start until April 2023



Police Department

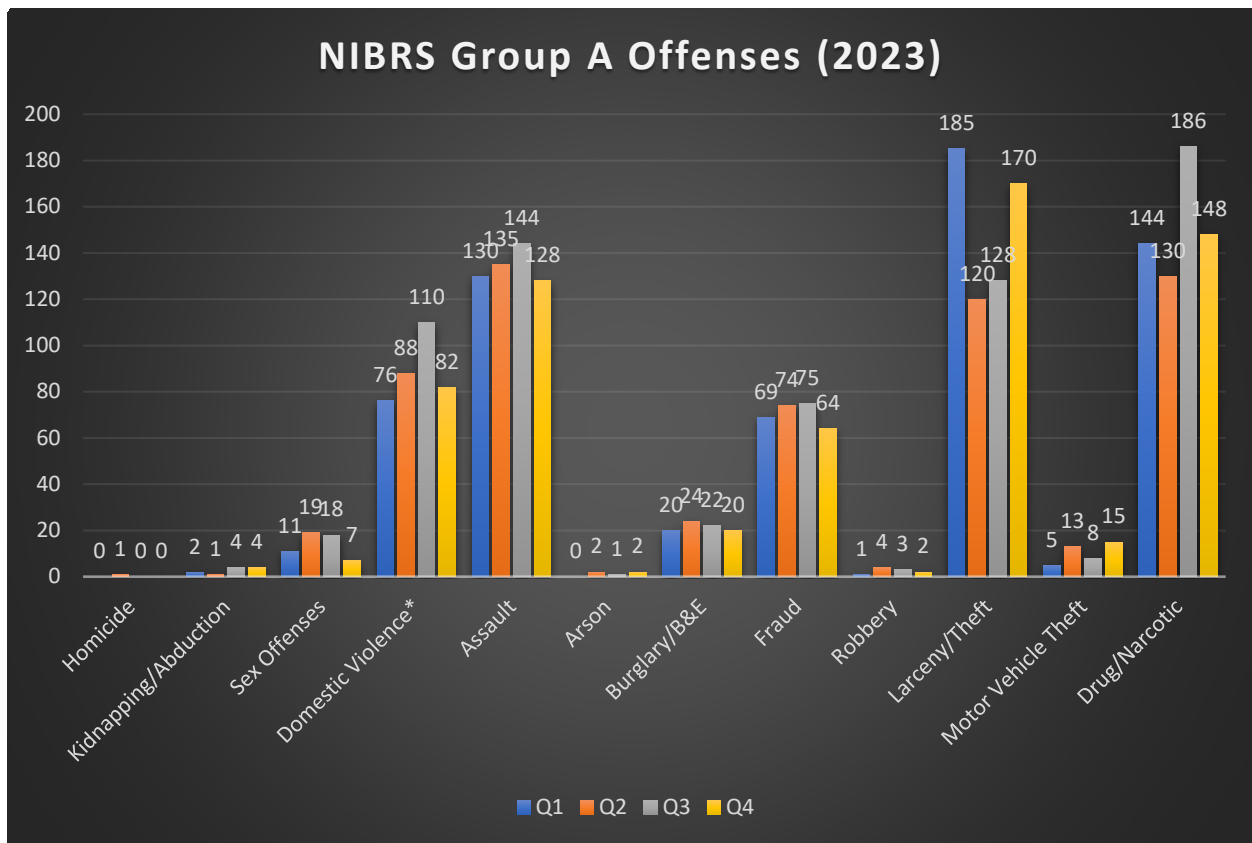
Calls for Service



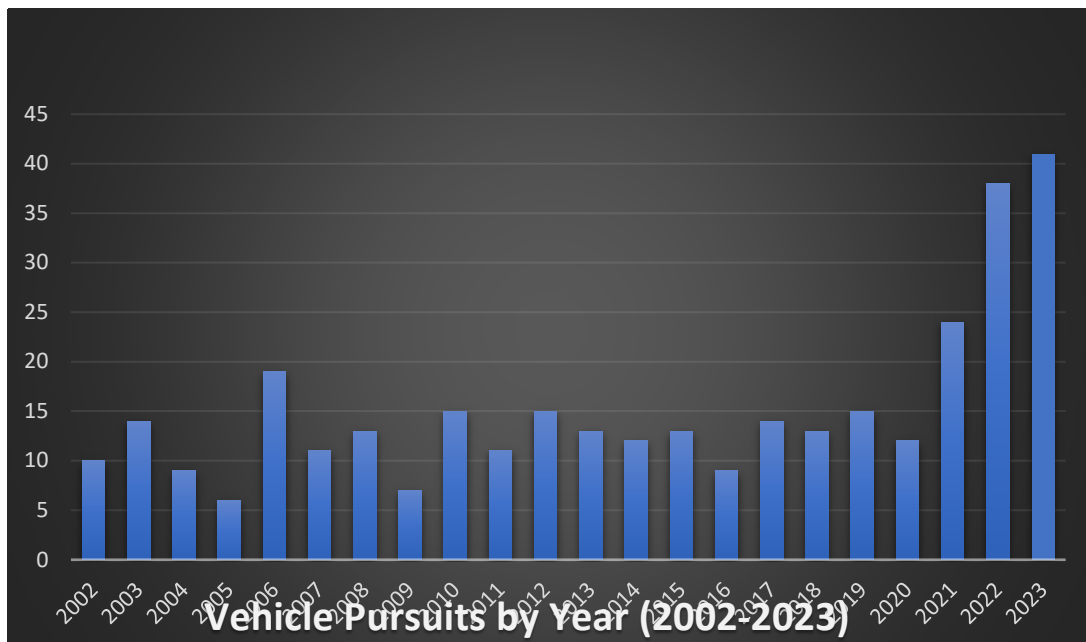
2023 marked the second full year of following the National Incident Based Reporting System requirements (NIBRS) after switching from the Uniform Crime Rate (UCR) protocols in 2021. We now have two full years of call data for an equivalent comparison against the new protocols adopted under NIBRS guidelines.

In 2022, the Sierra Vista Police Department saw a total of **41,769** calls for service. In 2023, that number rose to **42,295** calls for service. This amounts to a 1.26% increase in calls for service. Moving forward in 2024, future executive reports will compare monthly calls for service in 2024 against the same month in 2023 with the same breakdowns of: citizen-initiated, officer-initiated, and close patrols. In addition, quarterly comparisons for NIBRS Part A offenses will be compared between 2023 and 2024.

Below is a breakdown for all NIBRS Part A offenses for calendar year 2023 by quarter:

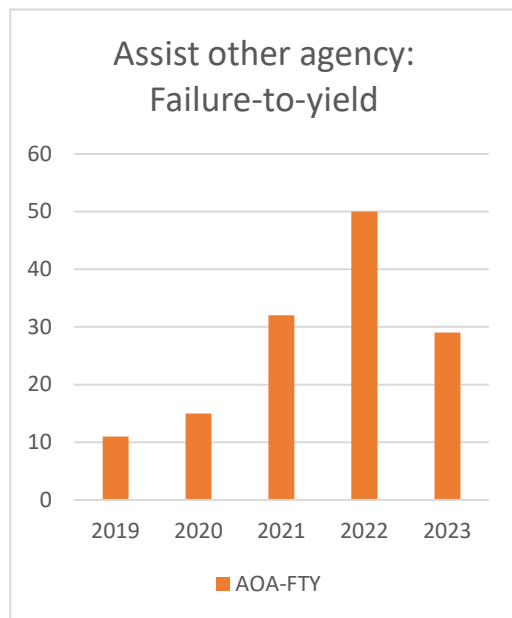


Pursuits:



In 2023, the Sierra Vista Police Department was the primary pursuing agency in 41 vehicle pursuits, which represents the highest number of pursuits experienced in the history of the agency. The primary cause of this precedent is the increase in “failure-to-yields” with load vehicles smuggling immigrants. In addition, SVPD officers were involved in another significant number of pursuits by assisting other law enforcement agencies coming into Sierra Vista already in pursuit of a load vehicle. Below is an analysis of “assist other agency” calls for service assigned to SVPD officers related specifically to requests for assistance on “failure-to-yields” coming into the city.

In 2023, SVPD officers assisted in an additional 29 pursuits involving other agencies as the primary pursuing unit. This year saw a drop in that number from 2022’s total number of 50



requests. It is believed this drop in requests may be due to coordinated proactive details such as Operation Safe Streets II. Using officers on overtime, these high visibility enforcement details target human smugglers with intelligence-led operation plans that strategically get some of these vehicles stopped before coming into the city. Operations Safe Streets details are spearheaded by the Cochise County Sheriff’s Office with support by the SVPD, DPS, and sheriff’s departments from other counties in the state.

An in-depth analysis of the 41 SVPD pursuits in 2023 revealed the following:

- The average maximum speed was 90.56 mph
- Stop sticks (spikes) were deployed in five instances
- 19 pursuits were terminated

Continued training and evaluation of pursuits is being incorporated into the SVPD Strategic Plan as we remain

vigilant in the exploration of new strategies and tactics to safely end vehicle pursuits.

Recap of Exceptional Incidents (Nov-Dec)

*On 11/5/23 at 1845 hrs. officers responded to a call about a gunshot fired from an apartment in the 500 block of Coronado Drive. The caller stated they observed a resident point a pistol from his doorway and shoot in the direction of another apartment within the complex. Officers established a perimeter around the suspected apartment and began commanding the resident to peacefully exit his apartment. After 10 minutes, 57-year-old Sierra Vista resident Edward Perea voluntarily surrendered from the apartment and was taken into custody.

No other shots were fired. Police then obtained a search warrant and numerous weapons and ammunition, as well as other weapon paraphernalia, were secured as evidence. Perea was booked into the Cochise County Jail for discharging a firearm at an occupied structure, endangerment, and disorderly conduct with a firearm.

*On 11/6/23 at 0045 hrs. officers responded to a domestic disturbance in the 1400 block of Bella Vista Drive. During the investigation, officers determined that 23-year-old Sierra Vista resident Carlitos Ramirez had fired two rounds from a pistol inside the residence and pointed the pistol at various residents. After Ramirez fired the shots, a physical altercation ensued between him and a relative also living at the residence, resulting in numerous injuries to Ramirez’s face and head. While being detained, Ramirez also kicked an officer. Ramirez was booked into the Cochise County Jail for aggravated assault/domestic violence, aggravated assault on a law enforcement officer, endangerment, and disorderly conduct with a weapon.

*On 11/15/23 at 1330 hrs. officers were dispatched to a residence in the 900 block of Ashley Place for a domestic violence call. Responding officers learned a male suspect was barricaded inside the residence and armed with a firearm after other family members vacated the house. The SVPD Tactical Unit was activated for the situation. At 1408 hrs. the suspect surrendered and was taken into custody without incident. Steven Dahl, age 40, was booked into the Cochise County Jail on charges of prohibited possession of a firearm, domestic violence aggravated assault, and domestic violence threatening and intimidating.

*On 11/28/23 at 0540 hrs. officers attempted to arrest Colin Cromer, age 29, for an outstanding felony arrest warrant when he was contacted in the 100 block of El Camino Real. Cromer resisted arrest and sprayed the two arresting officers with pepper spray then fled on foot. Cromer was located and arrested several days later when he was contacted on a traffic stop. Cromer was booked into the Cochise County Jail on his original felony warrant and also charged with aggravated assault on a peace officer.

*On 11/28/23 at 2030 hrs. officers responded to a report of a non-injury collision in front of Lee's Auto Sales, located at 1200 E. Fry Blvd. It had been reported that an SUV struck a vehicle, and the suspect was trying to leave the scene in the vehicle.

Upon arrival, SVPD officers found a red Dodge Durango with damage and located 17-year-old Alexander Harow running from the scene of the collision armed with a handgun. Officers detained Harow and, through the course of the investigation, determined the Durango had been stolen from Lee's Auto Sales and was disabled after colliding with multiple vehicles in the parking lot during the theft.

During the investigation, a second stolen vehicle from Lee's Auto Sales was found on Highway 92. The driver fled from law enforcement and the pursuit was terminated after officers lost sight of the vehicle near Saint Andrews Drive and Rosburg Street. During a search of the area, the vehicle was found in a driveway of a residence. SVPD officers contacted 19-year-old Joshua Luna trying to flee the area and arrested him. A third individual, 16-year-old Vernon Worrell, was also identified during the investigation as being involved in the burglary of Lee's Auto Sales.

SVPD received additional reports of recent burglaries at Priority Auto Sales, located at 1801 E. Fry Blvd., and at Lawley Ford, located at 100 Highway 90. It was determined that Harow, Luna, and Worrell were involved in these offenses as well, which involved damage to multiple vehicles and attempts to steal other vehicles at these locations.

The suspects were booked into the Cochise County Jail on the following charges:

- Alexander Harow, 17, was charged with three counts of burglary, three counts of misconduct with a weapon, one count of theft of means of transportation, and one count of criminal damage.
- Vernon Worrell, 16, was charged with four counts of burglary, two counts of theft of means of transportation, and one count of criminal damage.
- Joshua Luna, 19, was charged with three counts of burglary, one count of theft of a means of transportation, one count of criminal damage, one count of unlawful flight from law enforcement, one count of driving under the influence, and one count of resisting arrest.

Due to the nature of the offenses, the juveniles, Harow and Worrell, were charged as adults.

*On 12/2/23 at 2354 hrs. officers responded to a residential alarm call in Sierra Vista. Responding officers determined there was a crime scene at the residence and viewed surveillance footage,

which revealed that property damage and an attempted arson of the residence with a Molotov cocktail took place. A resident identified the suspect as an acquaintance from a prior relationship.

Using the SVPD Tactical Unit, a high-risk search warrant was served on the suspect’s residence in the 900 block of Horner Drive on 12/3/23. The suspect was not located. Continued monitoring and surveillance efforts throughout the week revealed the suspect was hiding in another residence nearby. On 12/8/23 the Tactical Unit was activated a second time, and the suspect was successfully apprehended after he was found hiding in the bedroom closet of a nearby residence. Enmanuel Jiminian, age 33, was booked into the Cochise County Jail on charges of arson of an occupied structure, first-degree burglary, theft, and domestic violence criminal damage.

SVPD Staffing Report

Recruitment and retention continue to be a top priority at the police department. 2023 saw a record number of 14 police officers hired in one year. The 68th sworn position was just recently hired, putting the agency at full staffing in terms of authorized sworn positions in the personnel budget. However, a major caveat to that development is that line officers do not yet feel the effects of full staffing as 11 of those employees are still in some stage of training where they are not yet assigned for full duty. This includes field training and academy training. The positive effects of full staffing in the sworn ranks are just right around the corner. In addition, we are still recruiting for a few sworn positions as overfill for sworn retirements that are imminent in 2024. Beyond the authorized overfill, recruitment efforts will remain steadfast as we build an eligibility list for future openings.



SEALETA Class 23-2 Graduation



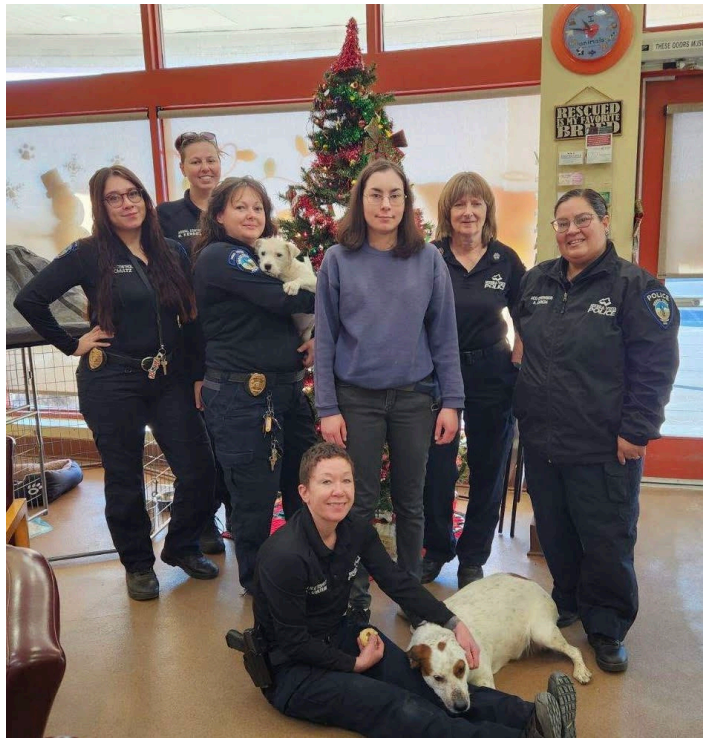
Chief Hiser with six recruits headed to the academy in 2024

Also, we are presently at various stages of recruitment and hiring for two vacancies in the Records Section, three vacancies at Animal Control, and three vacancies for the Community Service Officer position.

Animal Control

The Nancy J. Brua Animal Care and Control Facility is currently over maximum capacity. The most recent estimate from Lt. Chatham is that they are at approximately 115% capacity. Some kennels contain two dogs each and the surgical suite is being used to house several puppies. The expansion project is getting closer to identifying a construction start date.

Despite a variety of specials and promotions, there continues to be a slow-down in adoptions that is not alleviating the intake of animals. Lt. Chatham is working closely with shelter staff to pilot new ideas and brainstorm innovative ways to lessen the crowding. At the present moment, all possible solutions are being considered. A list of strategies is being developed between the leadership and shelter staff. Some changes in shelter hours may occur and a press release on these changes will be forthcoming.



While recruitment processes are underway for current and future staff vacancies at the shelter, volunteer assistance is greatly needed. The shelter is still seeking citizens interested in volunteering. In addition, the community service officers (CSOs) will be assigned to assist with the shelter mission.

Lastly, kudos to Shelter Supervisor Arleen Garcia for her involvement in assisting the Good Neighbor Alliance in securing an innovative grant from the Legacy Foundation to pay for a small animal kennel area. This project will allow guests of the GNA to keep their dog with them in lieu of turning-in their pet to the shelter.

On Saturday, February 10th, the public is invited to the shelter's 16th anniversary open house. The event starts at 12:00 PM.

SVPD Strategic Planning

The SVPD traditionally establishes an internal strategic plan for the agency to map out projects and benchmarks that have an impact on its service delivery to citizens. The plan is intended to parallel various aspects of the Council Strategic Plan in areas related to our public safety mission as well as explore other dimensions for improvement identified in an environmental scan by PD employees. PD leaders assigned as coordinators for a particular objective report their progress periodically throughout the life of the strategic plan, which typically spans two years.

The last SVPD strategic planning cycle ended in July 2023. Due to the mass promotions, the process of establishing a new strategic plan was tabled for a few months in order to allow newly promoted employees the opportunity to get more familiar with their new roles.

In December 2023, the planning of the next PD strategic plan commenced with a work session in which all PD employees were invited to attend and participate. The new plan started with a thorough environmental scan that involved the completion of a SWOT analysis from multiple perspectives. The SWOT analysis identified the strengths, weaknesses, opportunities, and threats to public safety in the community. The SWOT analysis examined both internal and external operations at the Sierra Vista Police Department across all disciplines within its expansive mission.

The resulting SWOT analysis was meaningful in identifying priorities and goals for the next two years and garnered some employee buy-in through the process. Many of the core areas discussed fell in alignment with improving our posture in relation to the six pillars of 21st century policing. Those pillars are:

- Building trust and legitimacy
- Policy and oversight
- Technology and social media
- Community policing and crime reduction
- Officer training and education
- Officer safety and wellness

The new two-year SVPD strategic plan is being finalized with the identification of various leaders as strategic objective coordinators for the specific goals. The final product will be shared in the next executive report.

Better Bucks and Better Works Annual Recap

The Better Bucks and Better Works programs continue to make a positive difference in the community. In 2023, the program saw the sale of \$1,355.05 in Better Bucks vouchers. The year-to-date total in voucher sales since the program's inception is \$24,769.60. The Better Works program saw a total of 841 hours worked in 2023 by participants. A total of 42,060 pounds of trash were collected in local fields and taken to refuse in 2023!

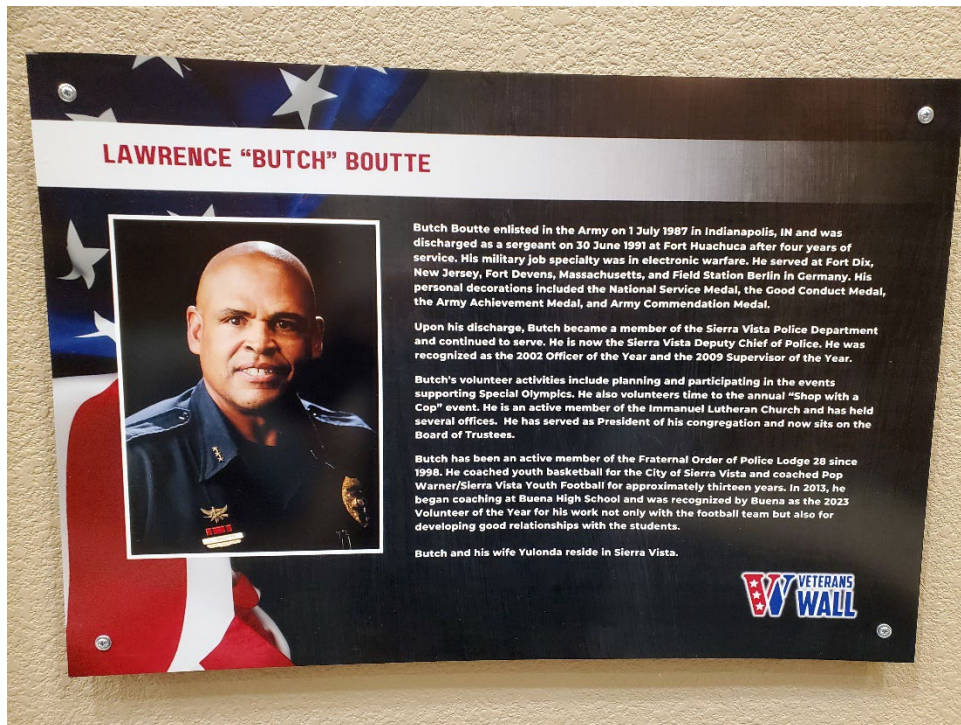


Trash collected by Better Works participants

Great work by Cpl. Borgstadt, the Community Development Department, and all the Better Bucks non-profit board members for helping make these programs a success!

Congratulations Deputy Chief Boutte

In November, the Canyon Vista Medical Center recognized 12 veterans who have made a lasting impact on our community. SVPD Deputy Chief Lawrence "Butch" Boutte was one of those 12 veterans recognized. His photo and biography are on display at the Veteran's Wall in the CVMC lobby, along with 11 other veterans. Congratulations Butch! Thank you for your service to our country and to our community.



Employee Profiles- Tammy Gould-Berry and Nathan Stark

Congratulations to two SVPD employees that were both selected as Employee of the Quarter for the last quarter of calendar year 2023.

Tammy Gould Berry started her career as a public safety dispatcher at the SVPD in January 2008. She became a skilled 9-1-1 dispatcher and trainer and eventually made a career change by becoming an animal control officer for the SVPD. Tammy has progressed from ACO I to ACO II and is also a field training officer for new ACOs. She has taken on increasing responsibility as a mentor. Very recently, Tammy took on the additional duty of reviewing and approving ACO case reports as they are entered into Spillman by other ACOs. Tammy has a knack for using social media to pique citizen interest in adopting animals at the shelter. One of her more recent experiments involved members of the SVPD command staff recording a brief message for an animal and paired that recording with a photo of the animal on Facebook. Chief Hiser was Hachi, a Siberian Husky! In her free time, Tammy also runs her own animal rescue from home.

Police Officer Nathan Stark was hired in October 2022 as a lateral officer from the Valley. In just a short time, Officer Stark hit the ground running and has already earned a reputation at the SVPD as a hard worker. Nathan is an operator of the department's small unmanned aerial systems and through a lot of practice, has become one of the most skilled pilots on the force. Nathan is an informal leader who has coached newer officers on his shift. He is always looking for body camera footage as training videos for roll call. Nathan recently became a member of the Special Response Team (SWAT) and is described by his co-workers as a great team player.

